



## For Immediate Release

Contacts:

Gayle Griffithe  
gayle@griffithe.com

Dawn Swett  
dawn@griffithe.com

949.713.6211

### **Marketech Set to Unveil New Training Program to Maximize Trade Show Exhibiting Efforts**

*“Take 10” Prepares Exhibit Staff to Work More Effectively  
in Today’s Challenging Environment*

**Westboro, Mass., Mar. 17, 2009** – Trade show and corporate event marketers are dealing with restricted budgets, reduced booth spaces, less staff, smaller audiences, and fewer exhibiting hours. To help these professionals maximize their exhibiting efforts in today’s challenging environment, Marketech is introducing a new training program called “Take 10.” Set for unveiling at EXHIBITOR2009 next week, this dynamic 10-minute DVD prepares exhibit staff to work more effectively in a more difficult atmosphere.

EXHIBITOR2009 is a conference and exhibition specifically designed for trade show and corporate event marketers. Produced annually by Exhibitor Media Group, this meeting attracts more than 6,000 exhibit and event marketing professionals from around the world. This year’s conference will be held Mar. 22 through Mar. 26 at the Mandalay Bay Convention Center in Las Vegas. Marketech will host an exhibit. In addition, Marketech representatives will present various conference sessions over the course of the five-day event.

- more -

2-2-2-2-2

“Economic pressures have affected everyone in the exhibiting world,” said Mim Goldberg, president for Marketech, Inc. “To succeed in today’s environment, exhibitors need to explore new ways to get the most from what they have. ‘Take 10’ is a cost-effective tool that helps exhibit professionals maximize their exhibiting efforts by focusing staffers on the things that matter most.”

“Take 10” is the latest offering from Marketech’s Exhibit Manager’s Companion collection of staff training programs. In addition to on-site purchases at EXHIBITOR2009, “Take 10” can also be ordered online at [www.marketech360.com](http://www.marketech360.com). The cost is \$750. The DVD-based program can be used at multiple events and is easy to incorporate into any preconference exhibit staff orientation.

“Exhibitor Media Group has a reputation for producing quality events where attendees can learn practical techniques that enhance exhibit-based marketing”, said Goldberg. “‘Take 10’ is just one offering we’ll showcase at EXHIBITOR2009, and is just one way Marketech can help EXHIBITOR2009 participants and others in their quest to experience performance improvement.”

### **About Marketech**

Founded in 1985, Marketech, Inc. is the leader in exhibit staff training, marketing and measurement. Based in Westboro, Mass., Marketech offers a range of customized, timely and affordable on-site and computer-based programs that improve exhibiting performance and results. For more information, visit [www.marketech360.com](http://www.marketech360.com).

#####