



## News Release

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### **Marketech Set to Showcase New Convention Staffing Solution at HCEA**

*RepConnect Keeps Skilled Sales Representatives in the Field  
While Improving Exhibiting Performance and Decreasing Total Cost*

**Westboro, Mass., June 22, 2010** – Convention managers who are finding it difficult to adequately staff their exhibitions will learn how they can meet the challenge with [RepConnect](#), a convention staffing solution now available from [Marketech](#). Marketech will showcase RepConnect at the [Healthcare Convention & Exhibitors Association](#) (HCEA) [2010 Annual Meeting](#), which will be held June 26 through June 29 at the Morial Convention Center in New Orleans.

Through RepConnect, Marketech provides trained, experienced personnel who effectively engage, qualify and transition visitors to the exhibitor's own on-site sales team. Attendees at the 2010 HCEA Annual Meeting can learn more about this unique staffing solution by visiting the RepConnect exhibit (#425) on Sunday, June 27 from 10 AM to 12:30 PM or 4:45 PM to 6:30 PM, or on Monday, June 28 from 10:15 AM to 12:30 PM or 3 PM to 5 PM.

“These days many healthcare companies have fewer field-based sales representatives covering larger territories,” said Holly Stevens, project director for RepConnect. “Using field-based reps as exhibit staffers takes these critical resources away from their primary responsibilities, which isn't always an option or the optimal approach. RepConnect is the perfect solution for exhibitors who must adequately staff their exhibits at a time when the availability of internal resources is becoming increasingly limited.”

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RepConnect is effective because it fosters teamwork between the RepConnect staff and the exhibitor's own sales force. RepConnect staffers are skilled at engaging visitors who pass by an exhibit and are adept at drawing visitors into the booth. Once engaged, RepConnect staffers probe to determine the visitor's specific needs and interests and then transition qualified visitors to an appropriate member on the exhibitor's internal sales team.

Effective engagement and qualification enables internal staffers to focus on those visitors who truly need their time and attention. With this focused approach, fewer internal resources are needed on site, and performance is enhanced while overall costs are reduced.

"RepConnect staffers are not simply hosts, hostesses or crowd gatherers," said Stevens. "They are highly-skilled professionals who function as an extension of the exhibitor's own sales force. RepConnect helps exhibitors balance the needs of their exhibiting program with other needs within their organization. We're excited to share details about this new offering with healthcare convention managers and others who attend the 2010 HCEA Annual Meeting."

### **About Marketech**

Founded in 1985 and celebrating its 25<sup>th</sup> anniversary this year, Marketech, Inc. specializes in exhibit staff training, strategic exhibit marketing planning, measurement and consulting. 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).

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