



News Release

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Marketech Set to Unveil Performance Measurement Tool for Trade Show and Convention Marketing Professionals

*“Instant Metrics” Generates Real Time Data that Enables Exhibitors
to Demonstrate Value and Improve Performance*

Westboro, Mass., Mar. 9, 2010 – Trade show and corporate event marketers can gain immediate access to important information about their success, thanks to a new performance measurement tool now available from [Marketech](#). Set for unveiling at [EXHIBITOR2010](#), “[Instant Metrics](#)” is an easy-to-use and very affordable pocket-sized device which quickly generates hard, real time data that helps exhibitors demonstrate the value and results they deliver from their exhibiting program.

Recognized as part of the EXHIBITOR2010 [New Product Showcase](#) and eligible for this year’s Buyers’ Choice Award, “Instant Metrics” measures everything from visual reach and potential ROI to the effectiveness of in-booth theatre presentations and product demonstrations. This latest offering from Marketech will be available for purchase at EXHIBITOR2010, and can also be ordered online at www.marketech360.com. The cost is \$59.

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“Exhibit managers are very busy planning and executing their event schedules, and sometimes find it challenging to make time to measure their results,” said Mim Goldberg, president for Marketech, Inc. “Performance measurement is important because it provides critical information that can guide improvements to the exhibiting program. ‘Instant Metrics’ is a great way to instantly answer a variety of questions about outcomes achieved on the show floor as well as access real time data that can steer mid-course corrections and ultimately improve performance and results.”

EXHIBITOR2010 will be held Mar. 14 -18 at the Mandalay Bay Convention Center in Las Vegas. Produced annually, the conference and exhibition attracts more than 6,000 exhibit and event marketing professionals from around the world. Marketech is celebrating its 25th anniversary at EXHIBITOR2010 and will sponsor an exhibit (#1144) and charitable donation program to commemorate this milestone. Marketech representatives will also present various educational sessions over the course of the five-day event.

“‘Instant Metrics’ is just one offering we’ll showcase at EXHIBITOR2010, and is just one way Marketech can help EXHIBITOR2010 attendees and others in their quest to experience performance improvement,” said Goldberg.

About Marketech

Founded in 1985 and celebrating its 25th anniversary this year, Marketech, Inc. is the leader in exhibit staff training, marketing and performance measurement. Based in Westboro, Mass., Marketech offers a range of customized, timely and affordable on-site and computer-based solutions that improve exhibiting performance and results. For more information, visit www.marketech360.com.

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