



News Release

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Marketech's Enhanced Measurement Tool Drives Improvements in Exhibitor Performance and Results

*Upgraded Trade Show and Event Calculator Guides Fact-Based Decisions
Through Easy Access to Essential Exhibit and Event Metrics*

Westboro, Mass., Aug. 25, 2009 – Trade show and convention managers are making better exhibit and event decisions, thanks to an enhanced measurement tool now available from [Marketech](#). The upgraded trade show and event calculator – called “[Measurement Made Easy](#)” – provides access to essential metrics and drives fact-based decisions that improve exhibiting performance and results. The new computer-based tool is an expanded version of Marketech’s award-winning offering which originally launched in 2003.

“Budgets are coming under greater scrutiny than ever before, and trade show and event managers are under greater pressure to demonstrate results that justify their budgets,” said Marc Goldberg, founder and partner for Marketech. “‘*Measurement Made Easy*’ is an affordable tool that provides critical information exhibitors need to effectively plan their entire program or make important adjustments along the way.”

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Marketech's first generation calculator was named "Best New Product" by EXHIBITOR, the largest annual event in the tradeshow and corporate event industry. The original tool offered a range of pre-show planning and post-event measurement capabilities. The second generation calculator builds upon the success of the first, and includes 19 different components that compute everything from rule of thumb budgeting and preshow promotions to cost per visitor reached and sponsorship impressions.

"Measurement Made Easy" has the flexibility to measure, store and report results on a show-to-show basis as well as make year-to-year comparisons. The software can be [purchased online](#) via a single user lifetime license for \$999.00. The tool is also available via a multiple users' license. To request a demonstration, contact Marketech at 508.836.2633 or at info@marketech360.com.

"Marketech has helped exhibitors effectively measure, report and manage exhibit and event metrics for many years," said Goldberg. "We've made important enhancements to our calculator based on user feedback. Ultimately this powerful piece of software helps our clients ensure they get the most from every exhibiting dollar they spend."

About Marketech

Founded in 1985, 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.

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