

# For Immediate Release

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## Best in Class Tradeshow Web Sites Announced at SISO Executive Conference in Atlanta *dmg world media's Surf Expo and Catersource take home Best Overall prizes*

**New York, NY August 6, 2008** – The Society of Independent Show Organizers (SISO), The Jordan, Edmiston Group, Inc. (JEGI), and Tradeshow Week are pleased to announce the best in class tradeshow web sites, which were revealed at the SISO Executive Conference in Atlanta, GA on August 5<sup>th</sup>.

“At a time when the event industry is evolving and implementing new digital media tools and technology, it’s especially relevant to celebrate the best in class web sites,” said Mary Beth Rebedeau, Executive Director, SISO. “This year’s winners and finalists represent the best web sites across the tradeshow industry. These sites are excellent examples of what can be achieved online, and they will help propel the rest of the industry forward on the web.”

“The volume and quality of this year’s web site submissions, and the difficult decisions we faced in the awards competition show that the industry is clearly embracing the web and using it to drive additional revenue, generate more leads, raise awareness, and build community,” said Richard Mead, Managing Director, JEGI.

Among the biggest winners in 2008 was dmg world media, an international exhibitions company and a division of DMGT plc. dmg’s Surf Expo web site, [www.surfexpo.com](http://www.surfexpo.com), won Best Navigation and Best Overall awards in the “Over \$10 Million in Corporate Revenue” category.

In the “Under \$10 Million in Corporate Revenue” category, the big winner was Catersource, an integrated B2B media company dedicated to professional caterers. Its web site, [www.catersource.com](http://www.catersource.com), won Best Online Community and Best Overall in its group.

### The Award Winners:

<i>Categories</i>	<i>Over \$10 Million in Corporate Revenue (Corporate Owner)</i>	<i>Under \$10 Million in Corporate Revenue (Corporate Owner)</i>
Best Navigation	<a href="http://www.surfexpo.com">www.surfexpo.com</a> (dmg world media)	<a href="http://www.paragonexpo.com/189.html">www.paragonexpo.com/189.html</a> (Paragon Group Exhibitions & Services)
Best Online Community	<a href="http://www.bookexpoamerica.com">www.bookexpoamerica.com</a> (Reed Exhibitions)	<a href="http://www.catersource.com">www.catersource.com</a> (Catersource)
Best Use of Technology	<a href="http://www.imts.com">www.imts.com</a> (The Association of Manufacturing Technology)	<a href="http://www.igcshow.com">www.igcshow.com</a> (Independent Garden Center Show)
Best Design	<a href="http://www.pri-med.com">www.pri-med.com</a> (MC Communications)	<a href="http://www.interiorexpowc.com">www.interiorexpowc.com</a> (Grace McNamara)
Best Overall	<a href="http://www.surfexpo.com">www.surfexpo.com</a> (dmg world media)	<a href="http://www.catersource.com">www.catersource.com</a> (Catersource)



Web sites were submitted for entry into the competition by tradeshow producers around the world, who responded to an online research survey for the 2<sup>nd</sup> Annual Tradeshow Industry Web Site Awards and Survey. This innovative research project examines tradeshow management's evolving use of the web and digital media to create and extend relationships with their communities beyond traditional events. *(The complete survey report will be distributed separately.)*

“We were very pleased with the number of entrants in this year's competition. Given the strong response to our call for nominations, the judges are presented with a more difficult task each year in choosing the winners,” said Michael Hughes, Associate Publisher & Director of Research Services, Tradeshow Week.

The selection of award winners was based on the grading of each site by a panel of judges, comprising a strong mix of knowledgeable digital media and exhibition industry executives: Sal Fuentes, CEO, Decision Counsel; Malcolm Lotzof, CEO, InXpo; and Jack Powers, Director, International Informatics Institute Media, Technology, Business and Society.

### **About SISO**

SISO ([www.siso.org](http://www.siso.org)) is an association designed to meet the common needs of CEOs and senior management of for-profit show producers to maximize their profit and potential by providing a place where the Presidents, Owners, and CEOs of for-profit show producer companies exchange ideas, share experiences, launch industry wide projects, and learn from each other.

SISO members produce over 3,000 events worldwide. Trade and consumer shows, focused conferences, and other face-to-face events are represented. Members run their own shows, as well as manage shows for others. The membership is a combination of large corporations and small entrepreneurial companies.

### **About Tradeshow Week**

For over 35 years, Tradeshow Week's ([www.tradeshowweek.com](http://www.tradeshowweek.com)) mission has been to provide influential leaders and decision-makers in the global exhibition and convention center industry with timely news, analysis and research. Tradeshow Week seeks to engage opinion leaders and active members involved in all aspects of the exhibition industry through original stories and landmark research. Authoritative and research-driven, Tradeshow Week's diverse portfolio of resources – industry leading weekly newsmagazine, four annual directories, website, events and research services – demonstrate its commitment to the exhibition industry and to the individuals actively changing the industry today.

Tradeshow Week is a member of the Variety Group, the media and entertainment division of Reed Business Information. For more information, contact Michael Hughes, Associate Publisher & Director of Research Services, at 480-483-4471 or [mhughes@reedbusiness.com](mailto:mhughes@reedbusiness.com).

### **About JEGI**

JEGI ([www.jegi.com](http://www.jegi.com)) is the leading provider of independent investment banking services for the Exhibitions & Conferences sector. Since 2000, the firm has represented clients (major public corporations, private equity funds, associations, and entrepreneurial companies) in transactions involving the sale of over 1,000 events (B2B and B2C conferences and exhibitions, and associations shows).

JEGI has represented all of the major exhibition owners, including dmg world media, Nielsen Expositions, Reed Exhibitions, United Business Media, and many others. JEGI is active in supporting the event industry through its

involvement with the leading associations, research organizations, and projects, such as the CEIR Exhibition Industry Index and SISO Tradeshow Web Site Project. For more information, contact Managing Director Richard Mead ([richardm@jegi.com](mailto:richardm@jegi.com)) or Vice President Adam Gross ([adamg@jegi.com](mailto:adamg@jegi.com)) both at 212-754-0710.

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