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Contact: Brad Lewis
Direct: 312.423.7252, E-mail: blewis@pcma.org

**CHAMPION EXPOSITION SERVICES ENTERS INTO
PREMIER PARTNERSHIP WITH PCMA**

***Collaboration will create new learning opportunities and resources
in exhibition management for PCMA members***

Chicago, May 14, 2010 – The Professional Convention Management Association (PCMA) recently welcomed Champion Exposition Services as a Premier Partner. The collaboration will create new learning opportunities and resources for PCMA members in the area of exhibition management.

"We're looking forward to working with Champion to help PCMA members develop their expertise in the area of exhibition planning and management," said Deborah Sexton, PCMA President and CEO. "As we partner with them on education, research and networking opportunities tied to exhibitions, we see this not only as a way to add value for our current members but to attract new members interested in exhibition management."

Specifically, PCMA and its Exhibitor Task Force will collaborate with Champion on Exhibitor Workshops to be held at both PCMA's 2011 Annual Meeting and the 2011 Education Conference. Champion will assist with session development around these topics as well as community engagement at these events and provide speakers based on topic expertise.

PCMA and Champion, along with other partners, will also collaborate on an Exhibition Think Tank in 2011. This event will be a stand-alone forum for further discussing the needs of exhibition managers and identifying areas for future education, white papers, and articles in PCMA's *Convene*[®] magazine.

The two organizations will also collaborate on the development and delivery of timely webinars throughout the next two years. These webinars - on topics related to exhibitions, community-building and digital engagement - will be available to PCMA members and Champion customers. "We're thrilled to partner with PCMA - a proven leader in the meetings industry and one with a high standard of education," said Leslie Brand, Vice President of Marketing of Champion Exposition Services. "This alliance allows us to demonstrate our support of the meetings industry, while also sharing our expertise and thought leadership in the area of exhibitions."

PCMA and Champion's formal partnership will span two years. PCMA offers mutually beneficial partnerships at varying levels: Strategic Partner, Premier Partner, Communication Partner, Event Partner and Affinity Partner.

To find out more about PCMA's partnership program, visit pcma.org/Partners.

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About PCMA

The Professional Convention Management Association (PCMA) is the professional resource and premier educator for the meetings and convention industry. Founded in 1957, PCMA represents the interests of meeting management executives from associations, non-profit organizations, corporations, independent meeting planning companies, and multi-management firms who recognize the importance of meetings to their organization. PCMA empowers members with the tools they need to succeed as meeting professionals and to promote the value of the industry to their organizations and the general public. Headquartered in Chicago, PCMA has 16 chapters throughout the United States and Canada. For additional information, please visit the PCMA Web site at pcma.org.

About Champion Exposition Services

Champion Exposition Services is a leading provider of event marketing services for tradeshow and corporate events. Recognized as one of the top service providers in North America, Champion elevates the impact that an event has on the community that it serves while easing the planning and production process for show managers and exhibitors. Champion delivers on this with its CODE of Service-Creative solutions, Organizational tools, Dedicated account teams and Exhibitor solutions. Through our strategic marketing arm, Immersa Marketing, we offer event and digital experience strategy; and audience development, exhibitor sales and community engagement programs. championexpo.com.