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NEWS for immediate release

McCormick Place[®] partners with ethnoMETRICSsm to provide cutting-edge technology to show organizers and exhibitors

Metropolitan Pier and Exposition Authority and ethnoMETRICS install video cameras to measure and evaluate key consumer metrics in face-to-face marketing

CHICAGO – October 7, 2008 — ethnoMETRICSsm, a leading consulting firm that measures and evaluates the performance of face-to-face marketing environments, has partnered with the Metropolitan Pier and Exposition Authority (MPEA), the owner and operator of Chicago's McCormick Place[®], to provide cutting-edge technology to exhibition organizers and exhibitors.

McCormick Place permanently installed 80 cameras and the infrastructure for ethnoMETRICS to analyze event performance within McCormick Place halls. The video data, in conjunction with consumer data, enables ethnoMETRICS to provide clients a fact basis for their critical decisions and significantly improve the overall experience of the exhibition. ethnoMETRICS analyzes the effectiveness of the exhibitor's sales team, the design of the exhibit and the impact of the marketing message. Additionally, show organizers are able to improve the overall attendee experience by analyzing attendee traffic patterns, the impact of keynote speakers on attendance and the experience of attendees through registration and lounges.

"McCormick Place is the first facility in the United States to offer show organizers and exhibitors this level of quality research," said Theodore R. Tetzlaff, MPEA Chairman. "This is another example of how McCormick Place continues to set the standard that allows our customers to enhance their effectiveness on the show floor. It should also be noted that for many years, Dave Fellers led our very important client, the Radiological Society of North America--the largest annual medical meeting in the world. Now, Dave brings his extensive convention experience to bear on his new venture as the President of ethnoMETRICS. We wish Dave great success in his new leadership role."

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"McCormick Place is a great facility to not only hold exhibitions and events, but to use leading-edge technology to improve the return on investment and the exhibition experience," said Juan A. Ochoa, MPEA Chief Executive Officer. "This partnership with ethnoMETRICS signifies McCormick Place's ongoing efforts to set the pace for the industry."

The permanent installation of cameras provides clients a higher quality of service and quicker setup when performing research in this consistent infrastructure environment.

"We are pleased to offer these advanced technological solutions to our customers," said Ellen Barry, MPEA Chief Information Officer. "The launch of ethnoMETRICS at this fall's International Manufacturing Technology Show allowed us to showcase this incredible technology and the feedback that we have received from our customers has been very positive."

"Show organizers and exhibitors at McCormick Place can easily and cost-effectively analyze their events," said Martin Smith, ethnoMETRICS Founder and Vice President. "The findings allow clients to make executable changes on the show floor which immediately increase the value of their exhibition experience."

"ethnoMETRICS provides our clients a clear path to delivering superior value and experience on the tradeshow and in retail environments," said Kevin Rabbitt, GES President and CEO. "The agreement with MPEA is a clear step forward for ethnoMETRICS and our clients."

ABOUT ETHNOMETRICS

ethnoMETRICSSM is an award-winning leader in bringing fact-based consulting services in face-to-face marketing using the Six Sigma method. Founded in 2002, Ethnometrics has optimized resources for a range of clients using data-driven strategies to maximize ROI. By offering traffic measurement and analysis of timing, tracking, and efficiency on the exhibition floor, Ethnometrics has succeeded in adding value to the retail and event industries by helping its clients understand the key influences that drive purchasing. GES, a subsidiary of Viad Corp (NYSE:VVI), acquired the Ethnometrics business in 2007. For more information visit www.ethnometrics.com.

ABOUT MCCORMICK PLACE

Chicago's McCormick Place® Convention Center, the largest exhibition and meeting facility in North America, offers 2.7 million square feet of exhibit space. The convention center also features 173 meeting rooms, one of the largest ballrooms in the world and the 4,249-seat Arie Crown Theater. McCormick Place is owned and operated by the Metropolitan Pier and Exposition Authority (MPEA) and attracts close to three million visitors each year. McCormick Place is comprised of four state-of-the-art buildings: the North, South and West Buildings and Lakeside Center, as well as the Hyatt Regency McCormick Place hotel. Together, they form what many consider to be the economic engine that powers the entire convention and tradeshow industry. McCormick Place is committed to creating a great experience for every person, every time! For more information, please go to our web site: www.McCormickPlace.com.

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