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**TS² ANNOUNCES HIGH PROFILE MEMBERS OF NEWLY FORMED EDUCATION PROGRAM
COMMITTEE AND INDUSTRY ADVISORY COMMITTEE**
New Committees to Expand Breadth and Depth of TS² Conference

Alexandria, VA, November 4, 2008 – TS², Total Solutions Marketing for the Exhibit and Event Professional is pleased to announce the new Education Program Committee, the first step in an innovative approach to the TS² 2009 conference program. This committee is comprised of the marketing industry's "best-of-the-best" and is the culmination of a three month selection process. The Committee is chaired by Bob Dallmeyer, and will work closely with National Trade Productions to develop the 2009 conference program's "new look". The committee boasts marketers from premier companies, including Toshiba, the Boeing Company, Broan-Nutone, GE, NAVTEQ, Raytheon and Panasonic and others, many of whom are also members of the TSEA board, sponsor of TS².

To augment TS²'s new conference approach, an Industry Advisory Committee has been created to work alongside the Education Program Committee providing insight into the conference program. The committee consists of many well-known industry professionals, including Jacqueline Russo, Vice President of Kuehne & Nagel, Margit Weisgal, Executive Director of TSEA (Trade Show Exhibitors Association), Tom Kallman, President of Kallman Worldwide and Craig Hoffend, National Accounts Director/ADOS, Corporate Events, Freeman.

"I am very excited to announce this new TS² Education Program Committee for 2009. The accomplishments and wisdom of these professionals reflect our plans for the future of TS². Their guidance will be so important through the difficult economic times ahead, since each is a recognized marketing professional," said Robert Harar, Chairman, National Trade Productions, Inc., owner and operator of TS². "Further, the accomplished professionals on the Industry Advisory Committee are known innovators and respected leaders. These committees will be chaired by Bob Dallmeyer, the IAEE 2008 Pinnacle Award winner, who works closely with our NTP team to position TS² as a must-attend industry gathering for all exhibit, event and marketing professionals. TS² will definitely be the one stop shop for face-to-face, interactive/online, advertising/promotional and direct mail marketing."

"Each and every one of the committee members is a leader and friend. Together they form an extremely knowledgeable industry think-tank which will hopefully create a new TS² program that is innovative and vital for our times," added Bob Dallmeyer, TS² Conference Chairman.

Education Program Committee:

- Bob Dallmeyer, Chairperson
- Jim Burch, Director of Communications, Toshiba America
- Laura DiGangi, Senior Tradeshow and Event Manager, Hologic, Inc.
- Monica Dustin, Exhibit Manager, Customer Relations & Corporate Support, Commercial Airplanes, The Boeing Company
- Karen Formico, Manager of Marketing Services, Broan-Nutone Corporation
- Diane Hill, Communications Manager, GE
- Deb Lang, Corporate Convention/Meeting Manager, Well's Dairy, Inc.
- Francesca Lendrum, Director, Marketing Services, NAVTEQ
- Michael Olsson, Senior Manager, Trade Shows, Raytheon Company
- Michael Seymour, CME, Senior Vice President, 3D Exhibits, Inc.
- Terry Shorrock, Panasonic Company

Industry Advisory Committee:

- Ray Baum, Director of Client Relations/Operations, ListeNation Corporation
- Robbie Blumenfeld, President, ABEX Displays
- Simon Burton, Exposure Communications
- Bill Goldsmith, COO/Principal, Meridia Audience Response
- Craig Hoffend, National Accounts Director/ADOS, Corporate Events, Freeman
- Tom Kallman, President, Kallman Worldwide Inc.
- Jane Lorimer, Managing Director, Lorimer Consulting Group
- Tim Parrott, Tim Parrott Event Management
- Shawn Pierce, VP, Divisional Operations, Hanley-Wood
- Jacqueline Russo, Vice President, Kuehne & Nagel
- Ian Sequeira, Executive Vice President, Exhibit Surveys, Inc.
- Barry Siskind, President, Siskind Training
- Margit Weisgal, CME, Executive Director, TSEA

About TS² 2009

TS² 2009, Total Solutions Marketing for the Exhibit and Event Professional, will be held Monday, July 20 – Thursday, July 23, 2009 at McCormick Place in Chicago, IL. The conference and exposition is a one-stop resource for marketing industry best practices presented by industry gurus, leading-edge marketing initiatives and support for every step of the way from justifying budgets to proving ROI to developing the marketer's career. TS² is owned and produced by National Trade Productions (NTP), a leader in the production, management, and marketing of trade expositions, conferences and special events. For more information about attending or exhibiting, please contact NTP at 703-683-8500, or visit the TS² Web site, www.ts2show.com.

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