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**INDUSTRYCONNECT ANNOUNCES REVOLUTIONARY TRADE SHOW E-MEDIA
PLATFORM AT EXPO! EXPO!**

Trade Show Industry will Finally Have an Effective Web Based Tool to Keep Attendees and Exhibitors Connected 24/7/365 While Creating a Significant New Revenue Stream

MIAMI, FL, December 9, 2008 — IndustryConnect, the nation's leading provider of online revenue generating solutions to the trade show industry, and an IAEE Services partner, is launching their complete e-Media Solution at Expo! Expo! 2008.

The new technology platform, coupled with IndustryConnect's specialized staffing and management resources, empowers a show manager to execute an extremely comprehensive online strategy, both around their shows and all year, with no software development or team building on their part. The result is an effective online marketing tool giving exhibitors significantly more exposure to the buying community, while creating a powerful new revenue center.

"The IndustryConnect Countdown to the Show program has produced excellent results for our AHR Expo and Chem Show events. The model provides our exhibitors with enhanced value, significantly increases attendee pre-registrations and produces a new source of revenue," said Mark Stevens with International Exposition Company. "We have previewed their new technology and believe it may very well be the online strategy that will revolutionize the trade show industry."

The Countdown to the Show e-Media Solution empowers exhibitors to broadcast their marketing, sales and public relations messages to the buyer audience. Announcements are featured on the show web site, through attendee e-Marketing editions and syndicated to other online venues like association sites, giving exhibitor's considerable exposure and value to drive traffic and connect them with buyers. The e-Media Solution also offers simple, yet effective, social networking and attendee planner features, which foster further matchmaking among all participants creating a powerful, content rich and engaging community.

The year round Community Builder platform leverages all of the directory profiles and audience participation generated around a trade show to keep the audience engaged all year long. The system automatically collects and aggregates industry specific news feeds and information from around the world as well as empowers the professionals to post their own content like press releases, new product announcements, surplus goods or used equipment.

Couple this new content with the existing networking community and directory of supplier profiles and the result is a truly dynamic and valuable online service that professionals will actually use, perhaps on a daily basis, to stay on top of what is going on in their industry. When the next trade show is approaching, the community seamlessly converts to Countdown to the Show mode to focus audience attention back on the upcoming event and all of the activity, such as product launches and corporate news, surrounding it.

“We are excited to partner with IAEE and launch this new e-Media Solution at Expo! Expo!. We have been working for the past two years to perfect this new technology and bring to market a solution that the industry has been waiting a long time for,” said Dave Einzig, president of IndustryConnect. “We have developed this easy to use system to assist exhibitors with their online communications needs and ultimately bring additional revenue to our show management partners.”

The IndustryConnect e-Media Solution will be featured in the IAEE Partner Pavilion (booth #901), at Expo! Expo!. Demonstrations of the system will be available by appointment at the booth or in IndustryConnect’s hosted suite at the Loews Hotel. To learn more while at Expo! Expo!, join Dave Einzig on Thursday, December 11th at 10:30 am in room B-212 for a panel discussion on Using Technology for Effective Marketing.

About IndustryConnect

IndustryConnect offers a broad range of solutions custom-tailored to meet the specific e-Media demands of the trade show professional. From attendee e-mail marketing systems to robust online communities that run around the show or all year long, IndustryConnect allows clients to better serve their respective industries while, at the same time, discover countless new ways to generate revenue online. IndustryConnect’s mission is to help trade show managers maximize the effectiveness of their online marketing campaigns to become the most important focal points of their respective industries year round.

IndustryConnect recently received Meeting TechOnline’s Top Technology Suppliers 2008 Award, honoring the most distinguished and innovative technology suppliers in the meetings and events industry. For more information, visit www.industryconnect.com call 1-800-288-1440 for a demonstration.

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