

Digital Signage Expo East & Interactive Technology East Debut to Accolades from Attendees & Exhibitors

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Press release from: [Digital Signage Expo East](#)

Agency: **Market Works International, Inc.**

Philadelphia, PA –Digital Signage Expo East (DSE East) and Interactive Technology Expo East (ITEE), the regional versions of the international Digital Signage Expo and Interactive Technology Expo, today announced that qualified attendees to the show surpassed expectations and numbered in excess of 900! (Final and more comprehensive attendance statistics are pending)."

The new regional event delivered on its promise to attract a more regional audience, of end-users, brand and advertising executives who don't want to, or don't have the budget to travel to the industry's premier international event, Digital Signage Expo, which is staged annually in Las Vegas in February.

Chris Gibbs, Executive Vice President of Exponation, LLC, which owns and produces the event, said, "The show exceeded everyone's expectations. Thanks to the support of forty visionary exhibitors, we were able to help the industry make another 'giant sales call' on potential new customers bringing the exciting technology our industry offers to a more regional information-hungry audience. Exhibitors reported high levels of satisfaction with the quality and the quantity of the event's attendees, as well as the new educational features."

The two new and unique education features that marked the point of difference at this new event were the "Lunch & Learn Roundtable Program" and the "Free On-floor Workshops." Both were hosted by exhibitors, were heavily attended, and provided a more intimate learning experience. Gibbs added, "This was a great start and we have high expectations for the next "East" event in Washington, DC in 2009."

Event attendees included, among others, executives from Aetna, Aramark, AT&T, Benjamin Moore, Best Buy, City of Alexandria, Clear Channel, Comcast, Gaylord Entertainment, Georgia Aquarium, Lowe's Nuclear Regulatory Commission, Mayo Clinic, National Park Service, Lockheed Martin, Pennsylvania Historical Museum, Princeton University, Reuters, Regal Entertainment, Royal Bank of America, Sears, The Smithsonian Institute, The Space Telescope Science Institute, Sprint, The Staples Center, State Museum of Pennsylvania, State University of New York, Swiss Farm Stores, The Children's Hospital of Philadelphia, Titan Worldwide, University of Pennsylvania, Verizon Wireless and Villanova University, Wal-Mart, and Wyndham Vacation Ownership.

Both events move to the Washington Convention Center in Washington, DC, September 23-24, 2009. Exhibit space for both 2009 events are on sale now. Contact Jeanne Phillips at jeanne@exponation.net, or Molly Branch at mbranch@exponation.net, or call 770-649-0300. Additional show information can also be found at www.digitalsignageexpo.net.

The mission of Digital Signage Expo and Digital Signage Expo East is to promote the growth of the digital signage, interactive technology and out-of-home media network industry. It is the premier industry show where people come to learn what they need to know about existing and new technologies, budgeting and ROI, how to get started and create a digital signage plan in order to move their organizations into the digital communications age and better facilitate and maintain relationships with their customers and employees. People come to do business and retain the expertise they need to safeguard the investments that they are about to make.

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