



FOR IMMEDIATE RELEASE

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Exhibit Lighting Group Joins Event Marketing Institute as a Global Underwriter

Leading supplier to event and exhibit industry to support EMI's initiatives

NORWALK, CT – Exhibit Lighting Group, one of the leading suppliers of lighting and production services to the trade show and event industry, has signed on as the latest Global Underwriter of The Event Marketing Institute (EMI). EMI is a global professional resource dedicated to the advancement and development of best practices, insights and business intelligence for the event industry.

EMI is an information resource that cuts across the many silos of events – trade shows, sponsorships, meetings, proprietary events, consumer events, and road shows. EMI's mission is to provide key executives, event managers, agency executives and marketing professionals in organizations big and small with the newest ideas, cutting-edge resources, best practices, research, training, and numerous members-only benefits.

“Exhibit Lighting Group is a leader in the event and exhibit business and has established a strong track record of innovation and service, working with a Who's Who client list that includes many of the world's largest brands and their agencies. We're proud that Exhibit Lighting Group is coming onboard to support our efforts to provide the event industry with much-needed research, data, and information services,” noted EMI president and executive director Kerry Smith. “The financial support of Exhibit Lighting Group, and active involvement of the company's executives, along with those of other sponsoring companies, will enable us to fund and create the studies and reports that will help our members create, measure, and justify their event marketing investments.”

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“We have always strived to support the growth and improvement of resources for the industries in which we are involved. The Event Marketing Institute is poised to be the forerunner in information services and networking opportunities,” stated Jeff Rudner, President and CEO of Exhibit Lighting Group. “We are excited to be apart of the EMI program and look forward to the collaborative efforts of everyone involved,”

EMI’s member information hub will be a content-rich website (www.eventmarketing.com) where members can access thousands of articles, case studies, research reports, white papers, webinars, podcasts, discussion forums, market reports, company profiles, publications and other exclusive information products and services created by EMI’s dedicated staff of researchers and content partners. The website is scheduled to go live later this summer.

The Event Marketing Institute has assembled an all-star Executive Advisory Committee comprised of senior-level industry leaders who have committed to working with EMI leadership to identify research opportunities, content offerings and relevant member services. EAC members to date include senior-level event marketing executives at Boeing, IBM, Anheuser-Busch, TJX Companies, UBS, Miller Brewing, AOL, GE Healthcare, UBS, and Bank of America, George P. Johnson Co., Sparks, and Exhibit Lighting Group.

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About Red 7 Media

Red 7 Media, headquartered in Norwalk, CT, is a business information company serving the marketing and media industries with market-leading brands including Event Marketer, Event Design, Agenda, FOLIO, and Circulation Management magazines. In addition, the company produces business conferences and custom marketing programs for its clients.

About Exhibit Lighting Group (www.ExhibitLightingGroup.com)

Exhibit Lighting Group, headquartered in West Hills, CA, provides theatrical lighting and technical production services for the trade show and corporate event industries throughout North America and abroad. With an abundance of equipment and award-winning personnel including designers, technicians and project management teams, Exhibit Lighting Group provides highly competitive pricing with second to none service.

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