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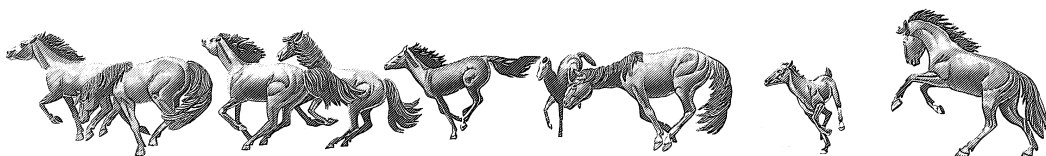
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**TRADE SHOW TECHNOLOGY SUMMIT 2013 INSPIRES
PLANNERS TO INCREASE EFFICIENCY OF TRADE SHOWS AND EVENTS**

IRVING, Texas (July 17, 2013) ... On July 9 the [Irving Convention Center at Las Colinas](#) hosted [Trade Show Technology Summit](#) 2013 (TSTS '13), the premier showcase for technology used in events and trade shows, produced by Imagine Xhibits.

Irving Convention and Visitors Bureau (ICVB) executive director, Maura Gast, was a featured speaker at the one-day summit, including a panel discussion on the "Future of F2F Marketing," with fellow meetings industry and technology leaders, Michael Dominguez, Chair of Meeting Professionals International (MPI); Alex Hinojosa, vice president of Media Operations at EMSI Public Relations and Radio Personality for Tampa's NewsTalk 1470 AM-WMGG; president of IAVM, Vicki Hawarden; and Cathy Breden, chief operating officer of International Association of Exhibitions and Events (IAEE), and executive director of Center for Exhibition Industry Research (CEIR).

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Attendees experienced a full day of technology education through hands-on workshops; a key note from Paul Bettner, Co-Creator of Words with Friends; a closing session featuring Scott Klososky, an international technology speaker, entrepreneur, consultant, and author specializing in translating and bridging technology "mind gaps" to improve business processes; and more.

At the end of the day, planners walked away with new ideas, inspiration and tips for putting the latest technology platforms and strategies to efficient use in producing events and trade shows. Whether managing technology such as QR codes, mobile aps, virtual trade shows, social media, on-line asset management, interactive media or live stream video on electronic devices as simple as a mobile phone, attendees were urged to maintain focus on the message.

"Technology is the medium, what matters is the message," a main point by Gast and popularly quoted among [#TSTS13](#) Twitter users.

"Any business professional who hosts large events gained tools to make the process easier, more efficient and more productive, and to take their production to the next level, said Ann Windham, Imagine Xhibits president and CEO.

The best companies need the best tools. We want to put meeting and event planners in the technology driver's seat by introducing tools that can be used for all aspects of event management."

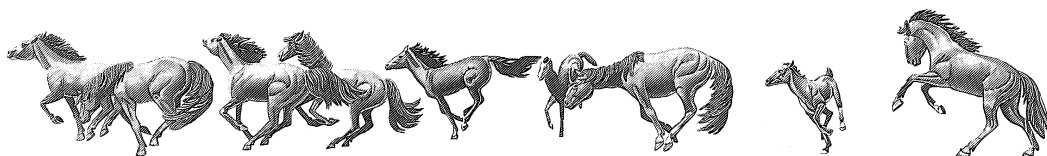
"We were so thrilled to work with TSTS '13 and Imagine Xhibits to bring this event to Irving, said Gast.

Technology continues to change so many things about how meetings and events happen, as well as how we communicate and interact with our customers in between. But, as important as all the technology advancements are to make us more creative and more efficient, TSTS '13 reinforced how critical 'Face-to-Face' interaction will always be."

About Imagine Xhibits

Imagine Xhibits is a full-service trade show marketing company that offers custom design exhibits using modular components that will bring more than 50% savings on operating expenses; expert face-to-face

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marketing consultants that will work to increase ROI with four-step marketing; quarterly seminars offering continuous education by certified trainers; in-house design services for custom structures, graphic design and brand development; turn-key services & exhibit management program for all logistical needs; and a one-stop shop for meeting planning, promotional products, collateral web-site and more. For more information, visit imaginexhibits.com.

About the Irving Convention Center at Las Colinas

Located where Highway 114 and Northwest Highway meet in Irving's Las Colinas area, the \$133 million, 275,000 square-foot center takes a bold new direction in a landscape of traditionally "institutional" facilities. Its distinctive design and mission for top-quality service mirrors the sense of quality that exists in Irving's 12,000-acre Las Colinas development. For more information about Irving and the Irving Convention Center at Las Colinas, visit irvingtexas.com and irvingconventioncenter.com.

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