



Convention Industry Raises Funds for Camp Sunshine

Humanity Rocks event generates nearly \$7,500 for Atlanta organization

(ATLANTA, Dec. 15, 2009) –The International Association of Exhibitions and Events (IAEE) held its annual meeting, Expo! Expo!, in Atlanta last week with more than 1,600 exhibition organizers, exhibitors and destination marketers convening to do big business at the Georgia World Congress Center. But while business deals were being negotiated and the challenges facing the country’s convention industry were being discussed, locally-based Camp Sunshine was receiving another kind of impact. IAEE’s charitable event, Humanity Rocks, raised nearly \$7,500 for Camp Sunshine.

The event was sponsored by GES Exposition Services and brought 300 meeting attendees to the Tabernacle on the second evening of the event. While networking with each other, these industry executives were also focused on making a mark on the host city.

“As the founding sponsor of Humanity Rocks, GES is pleased to help support Camp Sunshine and to provide funds which will be used to enrich the lives of children with cancer and their families,” said GES President John Jastrem. “The inaugural event provided an exceptional opportunity for IAEE participants to raise money for a local nonprofit while enjoying a great party. We appreciate the support of the other sponsors and all those who purchased tickets to an event that truly rocked.”

Community service initiatives are becoming an important and more common part of the convention industry. Conventions have an \$11 billion economic impact on Atlanta each year, but the impact they have on local organizations is not an often-told story. Many conventions include community service projects, volunteer opportunities and fundraisers in the schedule of events.

Previous donations have supported local schools, youth programs and Camp Sunshine was the most recent recipient of the hospitality industry’s contributions to the city.

“We are so honored and grateful to receive this generous donation,” said Sally Hale, Executive Director of Camp Sunshine. “On behalf of the children and families of Camp Sunshine, I thank IAEE and GES for selecting Camp Sunshine to benefit from Humanity Rocks.”

The donation will help Camp Sunshine provide children with cancer opportunities to connect with each other and to participate in beneficial programs as they cope with the challenges of cancer. Summer Camp is the organization’s largest program and to date, over 375 campers and 200 volunteers have participated. Summer Camp includes a 24-hour on-site medical facility and staff that specialize in pediatric cancer treatment.

About Camp Sunshine

Camp Sunshine enriches the lives of children with cancer and their families through recreational, educational and support programs throughout the year. Since 1983, Camp Sunshine has served children and families throughout the state of Georgia and is located in Decatur. For more information call 404.325.7979 or visit www.mycampsunshine.com.

About GES

Las Vegas-based GES Exposition Services Inc., a Viad Corp (NYSE: VVI) company, is a leading provider of exhibition and event marketing services. Given its recent consolidation with Exhibitgroup/Giltspur and Becker Group, GES provides an even wider range of services, including turn-key official show services, cutting-edge creative and design, and marketing and measurement services – all with an unrivaled global reach. GES produces many well-known shows including the International CES, , International Council of Shopping Centers, MAGIC, and CONEXPO-CON/AGG. For more information, visit www.ges.com.

About IAEE

Since 1928, the International Association of Exhibitions and Events™ (IAEE) continues to provide quality and value to its members through leadership, service, education and strong relationships. IAEE is the largest association of the exhibitions and events industry in the world, with a membership of show organizers, exhibitors and exhibition suppliers. Organizers of more than 20,000 exhibitions and buyer-seller events around the world are members of IAEE. Visit www.iaee.com for more information.

About ACVB

Established in 1913, Atlanta Convention & Visitors Bureau is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism. www.atlanta.net

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