

# **PRESS RELEASE**



## **iBAHN and IAEE Services, Inc. Launch World-Class Converged Network and Technology Solutions Platform for Meetings and Conferences**

***expoConnex, powered by iBAHN™, Developed Exclusively for IAEE Members***

*Dallas, Texas (April 23, 2008)* – iBAHN, a world-leading provider of managed broadband and network solutions for the meetings and hospitality industries, and IAEE Services, Inc., the for-profit subsidiary of the International Association of Exhibitions and Events™ (IAEE), now offer a co-branded and jointly-developed offering – expoConnex – a managed network of services and technology solutions, exclusively for IAEE members' exhibitions and events..

"After an extensive review process of the capabilities of iBAHN, the IAEE Services Board of Directors is excited to launch expoConnex, powered by iBAHN," says Cathy Breden, CAE, CMP, executive director of IAEE Services. "Adding this high-level of technology to our membership benefits is a valuable service, and we look forward to members benefiting from this partnership."

iBAHN is positioned to leverage its experience of providing solutions to *Fortune* 500 companies for events and meetings throughout the world by making available expoConnex – the solution to address broadband and other network-related technology needs, within a secure, managed environment. For IAEE members, the greatest benefits of expoConnex will be derived through iBAHN's vast experience in providing state-of-the-art technology services to meetings, conferences and exhibitions. Additionally, IAEE members will receive preferred pricing for these new "must have" technology capabilities. In addition to the state-of-the-art technology services, expoConnex will offer lower costs for these services for both organizers and exhibitors.

"iBAHN is very pleased to partner with IAEE, the world's largest association in the exhibitions and events industry, in offering expoConnex," explains Jim Jones, vice president of Client Services, the meetings and conferences business unit at iBAHN. "The technology needs for an event, exhibition or meeting are playing an increasingly significant role and becoming more complex as usage and technologies evolve. Together, we can provide IAEE members with new meeting and conference networking capabilities, while delivering consistent, reliable meeting technology services in any location, thus making their exhibition, event or meeting more productive and efficient. iBAHN provides meeting technology services to more than 50,000 events annually around the world and we are really excited to now support the needs of IAEE members."

expoConnex provides a secure, managed network to support the technology needs of an event, exhibition, including such applications as online registration, VoIP communications, Internet access, RFID, audience response system management, cyber cafes, e-learning centers and



sponsorship opportunities throughout the event or show floor at a competitive cost for IAEE members..

Exhibitors benefit by being able to manage multiple meeting/conference needs through a single system – expoConnex – rather than many separate providers of such services as Internet in the booths for product or service demonstrations, accessing customer data on the show floor, viewing online presentations and producing videoconferences or Webcasts. Because expoConnex is based on iBAHN's deep experience in meeting and convention technology, this "single provider" capability produces not only financial benefits to exhibitors, but brings the highest level of security, reliability and value for these required network services to its users."

iBAHN is endorsed by more than 600 major corporations to support their business travelers with secure remote connections to their corporate Virtual Private Networks (VPNs). With the iBAHN Corporate VPN Certification Program, event organizers can be confident that compatibility issues will not arise for meeting organizers and attendees.

For more information about expoConnex, please call 1.877.397.2669 or visit [www.expoconnex.com](http://www.expoconnex.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. Through the 2006 consolidation with the Center for Exhibition Industry Research (CEIR), IAEE delivers valuable industry research reports. IAEE also supports IAEE Services, Inc., a wholly owned subsidiary that partners with industry suppliers and service providers to offer high quality, low cost exhibition products and services to the industry. For more information, visit [www.iaee.com](http://www.iaee.com).

#### **About iBAHN**

iBAHN provides secure, reliable broadband services for travelers and groups at hotels and conference centers worldwide. More than one million business travelers around the world use iBAHN secure broadband services each month; the company also provides meeting and conference technology solutions for more than 50,000 meetings every year. iBAHN provides services to more than 2,100 hotels and meeting and conference sites in 24 countries around the globe. [www.iBAHN.com](http://www.iBAHN.com).

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