



**FOR IMMEDIATE RELEASE**

November 8, 2007

**CONTACT**

Shari Sabol  
Iontheball Marketing & Communications  
Tel: 203-380-2271 x235  
[shari@iontheballmarketing.com](mailto:shari@iontheballmarketing.com)

**PARCEL FORUM CELEBRATES FIVE YEAR ANNIVERSARY  
WITH RECORD ATTENDANCE**

The annual conference and exposition for the parcel shipping industry

**Stratford, CT** – EventEvolution Management Inc. is pleased to announce that the recently completed [PARCEL Forum](#), held October 29-31, 2007 at the Hyatt Regency O'Hare increased attendance by a record 22% totaling a verified attendance of 547 (excluding exhibitor and speaker personnel).

"Five years ago we set out to build an event that was a little bit different than the standard turnkey tradeshow and I'm pleased to say it is working", says Joel Dunkel, President, EventEvolution Management Inc. "Our goal from the beginning was to produce an educationally-driven event that caters to the specific needs of our target attendees and exhibitors while supporting it with a creative exhibit environment that encourages business. We will continue to build on that mission", explains Dunkel.

Below are the just released preliminary attendee demographics from PARCEL Forum 2007.

**Job Responsibility**

43% Corporate Management  
17% Logistics/Traffic Management  
10% Shipping Management  
8% Warehouse Management

**Company Description**

21% Distributor/Wholesaler  
19% Parcel Shipping Business  
15% OEM Manufacturer  
9% Catalog/Direct Marketing

**Purchasing Influence**

34% Final Approval  
31% Recommend  
15% Specify

**# of Packages Shipped Per Month**

28% 100,000+ Packages  
27% 1,000 – 9,999 Packages  
20% Less than 1,000 Packages  
11% 10,000 – 29,999 Packages  
7% 30,000 – 49,999 Packages  
6% 70,000 – 99,999 Packages

**Expressed Interest in Learning More About**

45% Carriers/Transportation Co.  
40% Supply Chain Management  
35% Packaging  
33% Warehousing/WMS  
32% Third Party Logistics  
28% Material Handling  
28% Returns/Receiving  
28% Labeling Systems

In addition to the above, post-show research indicated that 78% of PARCEL Forum attendees do not plan to attend any other industry show. "I have recommended this conference to several and have brought 4 additional colleagues this year. As I have stated to others, this is the only conference geared toward exactly what I do," says Brenda Jackson, Supply Chain Specialist, IRS.

"The show was outstanding and we are already reaping some financial benefits", says Albert Burba, Vice President, Sales, DHL. To date, more than 50% of the 2007 exhibitors have exercised their first-right-of-refusal options for PARCEL Forum 2008 scheduled for October 6-8, 2008 at the Hyatt Regency O'Hare in Chicago.

To request information on exhibiting or sponsoring PARCEL Forum, October 6-8, 2008, please call 203.378.4991, email; [info@eventevolution.com](mailto:info@eventevolution.com) or visit [www.parcelforum.com](http://www.parcelforum.com).

EventEvolution Management Inc. is an event producer/management and consulting firm specializing in professional trade shows and conferences in both the B2C and B2B marketplaces. PARCEL Forum is partnered with RB Publishing, publishers' of [PARCEL magazine](#).

###