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PARCEL FORUM DELIVERS EVEN IN TOUGH TIMES

The annual conference and exposition for the parcel shipping industry

Bridgeport, CT – EventEvolution Management Inc. is pleased to announce that the seventh annual [PARCEL Forum](#) was deemed a huge success by all involved. While the economy has had a negative impact on many trade shows across the board, PARCEL Forum was able to successfully navigate its way to one of its best shows.

“Our success this year is due to our unwavering commitment to our formula, the creative way in which we build the event, the high-level educational opportunity we offer and the relationships we’ve been able to forge with our exhibitors over the past seven years,” says Joel Dunkel, President of EventEvolution Management, Inc., producers of PARCEL Forum. “We didn’t just sit back and hope for the best, we were pro-active in our attendee marketing approach and incorporated new initiatives such as our Conference Travel Rebate Program, in which more than (50%) of our conference attendees participated in,” he continues.

Despite the economy, PARCEL Forum 2009 featured a record number of first-time exhibitors and increased exhibitor-related revenue by six percent. In addition, the forum achieved a record (53%) pre-registration verification for exhibit hall-only attendees, which was an increase of more than eight percent from the prior year. “A fantastic show! I did not have high expectations due to the economy. Was I ever wrong. This was one of the best trade shows we have attended in the last five years. We had well over thirty serious conversations with people at our booth. Thanks to you and your staff for making this show great,” says Michael Everson, President & CEO, Data Trak.

PARCEL Forum 2009 incorporated a number of new features that played a role in its success. From increasing the number of conference sessions offered, expanding our educational offerings on the last day and introducing a new format called Power Sessions, which allotted 90 minute sessions for content that required more in-depth discussions, all contributed to the conference receiving 3.7 out of 4.0 satisfactory rating. “I thoroughly enjoyed the show this week – good mix of people, good topics, good service,” says Joe Bobko, Director, Ecommerce Transportation, ToysRus.

In addition to the above, PARCEL Forum featured a keynote by William (Bill) Greene, Executive Director with Morgan Stanley. Bill discussed the state of the parcel shipping industry today and gave a glimpse of what Wall Street was expecting down the road. The forum also played host to the Carrier Roundtable Panel. Each year, executives from the major carriers participate in an open dialogue moderated format that allows attendees to ask hard-hitting and direct questions of our panelists. Panelists included: James P. Cochrane, VP of Ground Shipping, [USPS](#); Conal Finnegan, VP of Strategic Initiatives & Business Development, [Purolator USA](#); Bill Lewandowski, VP of Strategic Accounts, [UPS](#); Rob Shirley, CEO, [ExpresShip](#); and Tod Taylor, Director of Worldwide Sales, [FedEx Services](#).

PARCEL Forum was corporate partnered with and supported by the [United States Postal Service](#), [OnTrac](#), [Endicia](#) and [Morgan Stanley](#).

PARCEL Forum 2010 will take place October 11-13th at the Hyatt Regency O’Hare, Chicago and will once again be co-located with the [DOCUMENT Strategy Forum](#). To request information on attending, exhibiting, sponsoring or speaking at PARCEL Forum, please call 866.378.4991 or email jdunkel@EventEvolution.com.

EventEvolution Management Inc. partners with [PARCEL](#) magazine, the leading publication serving the unique and ever-changing needs of the parcel shipping and logistics community since 1994.

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.

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