

# for immediate release



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## **IAEM Members to Benefit from IAEM Services, Inc./ListeNation Partnership**

*DALLAS, 4 April 2006* - IAEM Services, Inc., the for-profit subsidiary of the International Association for Exhibition Management (IAEM), announces a partnership with ListeNation Corporation, a company specializing in voice marketing.

"After a year-long process of reviewing the capabilities of ListeNation, the IAEM Services Board of Directors was pleased to approve the marketing partnership with ListeNation," says Cathy Breden, CAE, CMP, executive director of IAEM Services. "Ray Baum and the staff at ListeNation offer a valuable service and understand quality customer service, and we look forward to members benefiting from this partnership."

ListeNation opened its doors in 2000 and in 2001 began focusing on the meeting, trade show and exhibition industry. ListeNation delivers a warm, personal, relevant message to a recipient's voicemail box or answering machine, applying three key elements: the message must be relevant to the customer; the message must have a perceived benefit and the message must contain a clear and concise call to action.

As part of the partnership, IAEM members receive a 15 percent discount for services purchased.

ListeNation Director of Client Relations Ray Baum comments, "We are very excited to be named an official vendor for IAEM! Since 2003, we have worked closely with IAEM and through their support, guidance and encouragement we have learned how our technology helps achieve their goals and that of the industry at large."

"IAEM sets the standard for best practices in marketing for the trade show and convention industry. Their continued use of ListeNation services clearly demonstrates that ListeNation is a critical part of driving attendance in the trade show and convention industry."

"We are looking forward to this partnership and the continued opportunity to educate IAEM's members on the many uses of our technology to increase attendance for their events and expos."

Call +1 (888) 232-0028 or visit [www.listenation.com](http://www.listenation.com) for more details. To find out about becoming an IAEM Services, Inc. Partner, visit [www.iaem.org](http://www.iaem.org).

### **About IAEM**

Since 1928, the International Association for Exhibition Management (IAEM) continues to provide quality and value to its members through leadership, service, education and strong relationships. IAEM is the largest association of the exhibition 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 IAEM. Through the 2006 consolidation with the Center for Exhibition Industry Research (CEIR), IAEM delivers valuable industry research reports. IAEM also supports IAEM 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.iaem.org](http://www.iaem.org).

**About ListeNation**

ListeNation is the Leader in Digital Voicemail Broadcasting for the trade show and convention industry and was named 2004 "Rookie of the Year - Supplier" by the International Association of Exhibition Management (IAEM). Show Managers use ListeNation to deliver personal, relevant voicemail messages to association members and/or attendees reminding them to register, book hotel rooms or simply drive traffic to a specific booth. The ListeNation Call has recently become a "best practice" for several Tradeshow Week 200 and Fastest 50 shows. ListeNation charges per attempted phone call and price adjusts according to volume.

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