

Here's what our exhibitors have to say...

We had a tremendous experience this year at the Architecture Exchange East 2007 Conference. All of the different aspects of the show went smoothly, including the planning process, our speaking engagement and our experience at the booth with both the architects and our fellow exhibitors.

We had great attendance at our seminar discussing "Controlling Project Cost to Improve Profitability". We had several people approach us after the seminar at the cocktail party to discuss what they gained from the discussion. In the exhibit area, the atmosphere was engaging and jovial. I found myself several times in a "round table" setting discussing with architects and other vendors the benefits of the Deltek Vision System and learning about other products and services offered. **We were able to visit with many of our clients and came away with a nice list of companies interested in learning more** about the Deltek Vision System.

Our team at Jewell & Associates agrees that it was a successful event on multiple levels and we look forward to attending again in 2008!

— Sharon Muniz, Sr. Marketing Specialist, Jewell & Associates



Call today to reserve your booth space:

804-644-3041

Porter Hulett (ext. 300) phulett@aiava.org

www.archex.net

November 12-14, 2008 Richmond, Virginia

Produced by the Virginia Society AIA

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Architecture Exchange East - from the very beginning to the end - is very well organized and well advertised. It is one of if not the best organized trade show I attend. Important event information is sent throughout the year leading up to the convention, including follow-up calls to insure the information has been received, and includes email reminders for follow-up. It is also very easy to load and unload my exhibit display at the Greater Richmond Convention Center, and the people who work for the GRCC and Exhibit's Inc. are very nice people and easy to work with. Being non-union, the GRCC is far less difficult and less expensive from a drayage point of view. Everything about the show - from beginning to end - is very well put together.

Another thing that Arch Ex East does is to give away cash prizes and a Caribbean vacation. The cash prizes get attendees to the exhibit hall and the Caribbean vacation provides an incentive for attendees to visit exhibitors.

Architects who have come to my booth and to my office point out that the information they receive by attending seminars' at the convention for LU credits is very good and informative.

By attending Arch Ex East, I was able to be included on projects which resulted in closing two \$200,000 sales, which not only covered the cost of attending the convention, but also already resulted in turning a profit. In addition I have received additional requests for information, and have been able to set up business meetings at the offices of architects. Finally, I have received phone call inquiries from architects who attended the event and - in one case - an architect who was at the show stopped by my office.

Because Architecture Exchange East has been so successful for Pella, the Company has budgeted for me to attend the event for every year going forward.

— Jorvas L. Rodgers, Architectural Representative, Pella Doors and Windows



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