

***** EXHIBITOR WARNING ******

IAEE (International Association of Exhibitions & Events) has issued a warning to all Conference/Expos and their exhibitors. IAEE has reason to believe that www.expo-guide.com, a company operating out of Mexico, is targeting exhibitors to purchase a three-year commitment of advertising that is cleverly disguised as an offer of a free directory listing.

It is unknown at this time if the Mexico operation is just a façade for Construct Data/Fairguide or if it is unrelated. In any regard, the operations of the two companies are remarkably similar. IAEE knows that Expo-Guide is actively targeting exhibitor databases of events around the globe, and sending out what is a bogus offer of a free directory listing that will commit them to a three-year ad billed at about \$1500 annually.

The all-too-familiar offer is to 'verify that our information about your company is correct and you get a free listing in the exhibitor directory.' The truth is, the offer is a cleverly constructed three-year ad commitment for \$4500 that results in endless harassment and collection demands. Visit www.Expo-Guide.com and do a keyword search to determine if your company appears in their database. If it does, you will want to advise your staff to be wary of any offers for *free directory listings* that may come their way from Expo-Guide (or others who are not affiliated with the Midwest Podiatry Conference).

For further information please view the IAEE website at http://www.iaee.com/information_resources/austrian_exhibitor_warning.