

## Trade Show Internet Breaks Monopoly of Internet Service Providers at Trade Shows

### Trade Show Internet Puts Affordable Internet Access within Reach for Event Planners, Trade Show Exhibitors, and Conference Hosts

**San Francisco, CA – March 15, 2010** – Trade Show Internet has broken up the monopoly power of in-house Internet service providers at trade shows with its Internet Kit rental solution. In its first full year of operation, Trade Show Internet has gained overwhelming support from the trade show industry and has provided its proprietary Internet Kit to exhibitors at major events such as the National Restaurant Association trade show in Chicago, the Consumer Electronics Show in Las Vegas, InfoComm in Orlando, HiTec in Anaheim, SemiCon West in San Francisco, ICAST in Orange County, and the MPI World Education Conference in Salt Lake City.

At \$299 for a three-day rental, Trade Show Internet provides a cost-effective and reliable solution for trade show exhibitors at a savings of almost \$1,000. Trade Show Internet is fundamentally changing the way exhibitors engage visitors at their booths. For the first time, many exhibitors are displaying their websites on plasma screens, providing kiosks for visitors to review their products, actively signing up new accounts, and allowing customers to complete purchases in real time. Trade Show Internet's solution even allows exhibitors to create a free WiFi lounge in their booth to retain visitors longer by giving them access to the web and personal email on their own devices.

Exhibitors have been raving about the simplicity and ease of use of Trade Show Internet's rental solutions. Setup is intuitive and takes about two minutes with the included Quick Start Guide; no IT experience, software downloads, or long-term contracts are required. Connectivity comes from Verizon Wireless' 3G EVDO network or the new Clear 4G WiMax network. Customers receive secure broadband Internet at speeds up to 6 Mbps.

Trade Show Internet is confident its solution will do to traditional trade show connectivity what cellular phones did to the landline. Just as exhibitors are free to bring in their own cellular phones to use at a trade show, they are free to rent an Internet Kit from Trade Show Internet to set up at their booth. The Internet Kit contains everything one would need to get up to 4 hard-wired computers online or create a wireless (WiFi) network to get more users online. The company also provides a toll-free support line to assist customers with any technical difficulties.

Trade Show Internet has been praised by Corbin Ball at Corbin Ball Associates, named "Meeting Planner of the Year" and one of the "25 Most Influential People in the Meetings Industry". Corbin notes, "Two colleagues and I used the Trade Show Internet product during five days at the MPI World Education Conference. The system was waiting at the bell desk upon arrival at the hotel, set-up was a breeze, the connection speed worked well (even when all three of us were accessing), and the return was a snap using the pre-paid label. If your company is seeking to avoid the outrageous Internet fees that are often charged at convention centers and hotels, Trade Show Internet is an option to consider."

To learn more about this release or Trade Show Internet's solutions and services please visit <http://www.tradeshowInternet.com>.

---

### **About Trade Show Internet**

Trade Show Internet provides temporary Internet connectivity solutions for meeting planners, trade show exhibitors, and corporate events.

The founders of Trade Show Internet, Seth Burstein and Ian Framson, cringed each time their companies spent over \$1,000 per trade show to rent 2-3 days of overpriced Internet services. Even at that price, the network was often unreliable. Frustrated with the pricing and monopolies of the local Internet service providers at each venue, they decided to come up with a reliable alternative for their own companies. They soon realized they could provide other exhibitors with their same Internet solution at a great cost savings – and Trade Show Internet was born.

### **Media Contact**

Ian Framson  
(866) 385-1504 x701  
[ian@tradeshowinternet.com](mailto:ian@tradeshowinternet.com)

---