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MTO Tech Award Winners Announced at MTO Summit Chicago

Austin, Texas (March 23, 2011) --- Tarsus Advon - the division of Tarsus Group that manages the MTO Summit, a technology conference for meeting industry professionals, and MeetingTechOnline, a digital resource for event industry technology - announced the recipients of the MTO Tech Awards at the MTO Summit March 21-22 in Chicago.

The six category winners and one overall winner were presented on the second day of the MTO Summit Chicago.

The winner in the "Best Attendee Experience" category was **Smart City**. The company was recognized for simultaneously connecting 16,000 to Wi-Fi at the International Society for Technology in Education Annual Meeting in June at the Colorado Convention Center.

The winner in the "Best in Marketing and Communication" category was **Fantail Consulting & Technologies**. Last year, the company deployed for the National Restaurant Association a first-of-its-kind CRM solution exclusively for event sales. The program, EventSalesFA, allowed Fantail to migrate for NRA's exhibits division 10 years of opportunity history, three years of activity history and thousands of accounts with contacts.

The winner in the "Best in Networking and Community" category was **Pathable** for creating a very active online community for people to network and meet before, during and after a show. The solution is integrated with all major social media and includes an interactive conference calendar, mobile access, exhibitor and sponsor pages.

The winner in the "Best in Analytics and Measurement" category was **Alliance Tech** for its RFID offering, "Intelligent EXHIBITOR," that provides show organizers and exhibitors with an opportunity to better understand attendee behavior and preferences at an event, while driving additional revenue opportunities.

The "Best In Mobile Applications" award went to **Zerista** for its fully integrated private, social networking platform that synchronizes attendee profiles with Facebook, Twitter, Blogs and RSS feeds, as well as provides a matchmaking system that connects attendees with similar interests.

The winner in the "Best in Event Management" and overall "Best in Event Technology" award categories was **Trade Show Internet**. Trade Show Internet provides an innovative solution that allows users to save money on Internet connectivity at an event.

"We are pleased to recognize the technology providers that have taken this industry to the next level of innovation," said Stephen Nold, president of Tarsus Advon. "They have helped to reduce costs, streamline business processes and generate revenue streams in what has been a

challenging time in the meetings industry. We congratulate them and thank them for their contributions.”

About Tarsus Group plc

Tarsus Group is an international B2B media company creating industry-leading events, publications and online media since 1998. Tarsus Group’s portfolio of exhibitions, conferences, publications, and online media including TSNN www.tsnn.com, spans across the Americas, Europe, Asia, and the Middle East. With its head office in Dublin, and offices in London, Paris, Milwaukee, Boca Raton, Shanghai, and Dubai, Tarsus extends the global reach for business professionals with more than 80 properties in a diverse range of industries including medical, aviation, manufacturing, finance, talent management, IT, marketing, and a growing portfolio focused on the events industry. To learn more visit www.tarsus.com.

About Tarsus Advon

Based in Austin, Tarsus Advon properties include MeetingTechOnline and the MTO Summits. MeetingTechOnline is a team-driven online publication and community portal that provides technology information and education for the meetings industry. The team conducts research with show organizers, technology suppliers, and industry experts. Qualitative and quantitative data are respectively gathered through primary sources and survey analysis. Twice-annual MTO Summits are designed to educate event and exhibition professionals about the latest trends and developments in technology for face-to-events. Tarsus Group acquired MeetingTechOnline and the MTO Summits in 2010 creating Tarsus Advon. To learn more visit www.mtosummit.com.

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