

LinkedIn Co-Founder To Present General Session During Event Technology Expo(TM) At HSMAI's Affordable Meetings(R) National

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Debut Event to Feature Event Technology Exhibitors and 18 Educational Sessions

Allen Blue, co-founder and vice president of LinkedIn, will present a general session at the inaugural Event Technology Expo at HSMAI's Affordable Meetings(R) National, September 10-11, 2008 at the Walter E. Washington Convention Center, Washington, DC.

"LinkedIn considers professional events to be in many ways the offline manifestation of LinkedIn online - the exchange between professionals of ideas, information and opportunities," said Blue. "I look forward to sharing with the conference LinkedIn's take on how we can help develop network effect for this important industry."

The session, titled "Deriving greater value from 3 days out of the office: LinkedIn's View on the Power of the Relationship and its Impact on Events" will explore the online professional network, its beginnings and subsequent growth, and the opportunities that the network effect presents to conference organizers to aid attendance and engagement pre and post event.

"LinkedIn took social networking to the next level with its technology that connects thousands of professionals," said Robert A. Gilbert, CHME, CHA, president and CEO of HSMAI. "We are honored that Allen Blue will kick off our inaugural Event Technology Expo and share his insights and experiences with our conference attendees."

The two-day "show within a show" will address all aspects of technology as it relates to tradeshow, conventions, meetings, and special events and will feature an educational conference program that focuses on the effects technology has on the meetings and events industry today and will have in years to come.

Event Technology Expo is presented in conjunction with HSMAI's Affordable Meetings National(R), a conference and exposition that offers attendees, representing meeting and event planners from a variety of organizations, the opportunity to meet and do business with more than 450 exhibiting companies that will showcase venues, products and services that help produce various types of meetings and events.

HSMAI expects more than 2,000 meeting and events industry professionals, composed of tradeshow organizers, conference and meeting planners, and corporate and special event producers at Event Technology Expo.

'Discussions with peers throughout the tradeshow and events community clearly indicate that a firm understanding and implementation of technology, both event specific, as well as web-based apps and services are nothing short of mission-critical, said Jack Withiam, senior vice president, GLM, a dmg world media business. 'I'm not only delighted to have a prime innovator such as LinkedIn presenting the session, but I'm eagerly looking forward to attending, along with key members of my staff.'

For information regarding exhibiting or speaking, contact Rob Weissman, Co-Producer, 212-679-9212, raw@acsb2b.com. Call 914.421.3200 Ext 7777, for information on attending Event Technology Expo.

About Allen Blue

Allen Blue is one of the co-founders of LinkedIn. He was formerly Director of Product Design at SocialNet.com, a social networking service supporting dating, recreational and professional activities, where he was responsible for product design and implementation of SocialNet's member-data focused business model. Previously, Allen has worked as a contract product and web designer for a variety of clients including PayPal and Microsoft's Virtual Worlds project. Blue also lectured in Drama for three years at Stanford, where he graduated with honors with a B.A. in Drama and a B.A. in English, and was winner of the Golden Medal for creative excellence.

About Event Technology Expo at HSMAI's Affordable Meetings(R) National

Event Technology Expo at HSMAI's Affordable Meetings(R) National is an exposition and conference addressing all aspects of technology as it relates to tradeshow, meetings, and special events. The conference and expo offer attendees the opportunity to meet and do business with exhibiting companies, representing vendors of event technology applications and services. Event Technology Expo at HSMAI's Affordable Meetings(R) National is presented by the Hospitality Sales & Marketing Association International Americas region and managed by GLM, a dmg world media business. Visit <http://www.affordablemeetings.com/ete> for more information.

About HSMAI

HSMAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings(r). Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 39 chapters in the Americas Region. For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 8201 Greensboro Drive, Suite 300, McLean, VA 22102, phone (703) 610-9024, fax

(703) 610-9005, or visit the website at www.hsmi.org.

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