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**CHAMPION'S C3™ 2.0 CREATES A NEW STANDARD FOR  
ONLINE TRADESHOW AND EVENT MANAGEMENT**

***C3 2.0 offers a new and improved feature set of online tools, services and processes to streamline the entire lifecycle of tradeshow and event planning, management and execution***

**MIDDLEBORO, MA, May 13, 2008** – Champion Exposition Services (“Champion”), a leading provider of comprehensive event solutions and exposition services, today announced that C3™ 2.0, the company’s innovative online collaboration center, has been enhanced with a number of new features to continue providing tradeshow and event managers with the best centralized online management system in the industry. C3 2.0 is the next evolution of the company’s innovative online management system that fully synchs Champion’s customers with every step of the tradeshow and event management lifecycle.

“Service is at the core of every Champion engagement. The C3 2.0 platform provides our clients with the tools they need to efficiently manage the ecosystem of their event or tradeshow from anywhere in the world,” said Mark Epstein, President and CEO, Champion. “We have dedicated a significant amount of resources to developing C3 2.0 and it is fundamentally a client-driven technology. C3 2.0 is a direct response to the feedback that Champion gathers everyday from our clients through our unique direct service model, which is at the center of every Champion-client engagement.”

C3 2.0 has a number of new features and functions, including the capability to place orders directly with Champion online, customized reporting and approval tools, reusable workflow and process templates and an interactive e-mail alert system to simplify personal and organizational management.

“Working on such a large event with so many people internally submitting sign orders directly into C3 2.0, I was very concerned with losing “control” of the overall project. But the flexibility of C3 2.0 enabled me to retain control of the overall project, while saving a great amount of paper, at a time when being Green is increasingly important,” said Jenn Sioteco, Operations Manager, United Business Media. “C3 2.0 is very easy to navigate and has increased our efficiency. Champion has been really great about taking all of our feedback into consideration, which I’ve seen through the C3 2.0 enhancements and I really appreciate that. It’s so great to finally have a tool that is easy to use, and yet flexible enough to be customized for my specific uses”

**C3 2.0 Collaboration Center - Sub Systems**

**C3 2.0: Project Information Center (PIC)** – The C3 2.0 PIC acts as the primary repository and portal for all the critical information about an event. In one central, online location, users have instant access to the timing and status of every element, along with the contact information for the appropriate Champion service representative. The C3 2.0 PIC gives users everything from the site location to the color of the carpet, allowing them to get a macro view of their event without picking up a phone, waiting for a callback or digging through papers or e-mails. More than just an information portal, C3 2.0 PIC has the interactive capability to review and approve files, allowing users to manage the lifecycle of the process with full approval functionality and comprehensive project detail.

C3 2.0: Design Library - Using the C3 2.0 Design Library users can browse an online library that features the latest in high-end event design and construction options for tradeshow and events. The C3 2.0 Design Library offers a deep, varied archive that includes the latest advances in immersive environments, as well as preeminent prop construction templates and customized, eye-catching visuals.

C3 2.0: Reports – Via C3 2.0's simplified, interactive user-interface, users can quickly print image files and reports, such as work orders, timing and production schedules.

“C3 2.0 enables event managers to communicate and collaborate with their team, from client-side service personnel to the entire Champion service team. C3 2.0 is a ‘digital dashboard’ that our clients can use to simultaneously monitor and manage every element of the process,” said Sheri Ryder, Vice President of Client Services, Champion. “C3 2.0 allows our clients to review floor plans, access critical show information, view available sponsorships, and place, revise, or check the status on their orders, whenever they want, from wherever they are.”

### **About Champion Exposition Services**

Champion Exposition Services (“Champion”) is a leading provider of comprehensive exposition and corporate event services. Since 1986 Champion has been one of the top general service contractors in North America, providing innovative solutions and services to help their clients and exhibitors excel. Champion is part of the WCP (Wachovia Capital Partners) Exposition Services Holding Company, which also includes Immersa Marketing and the George Fern Company. It is one of the largest event marketing and service providers in the country with locations in 22 cities and more than 500 expert employees producing over 1200 events annually. More information on Champion can be found at <http://www.championexpo.com/>