



Media Advisory

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National Event Management Grows For The Future

MARKHAM, Ontario (December 10, 2007) – National Event Management, North America’s largest producer of consumer events, has appointed Fred Cox Jr. as President, effective December 4th, 2008. Fred Cox Sr. will remain on as Chairman..

Cox has been one of the principals of National Event Management for over 15 years. He has helped establish National Event as the leading producer of Business Ownership events across North America and has assisted in growing the business to include *The Outdoor Adventure Show* in 3 markets, *The National Women’s Show* in 4 markets as well as *The Vancouver Golf & Travel Show*.

“I have the trade show business in my blood”, announced Fred Cox Jr. “I have exciting plans to grow this company and feel very fortunate to be surrounded by the best and brightest in the industry.”

Mr. Cox is a graduate of the Ivey School of Business at the University of Western Ontario and is an active past Board of Directors member of the Canadian Association of Exposition Managers.

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Other appointments included the promotion of Nicole Cox to Vice President of National Event Management. Ms. Cox has been with the organization for over 6 years and has overseen the Marketing, Sponsorship and all show logistics of the company. Ms. Cox will continue to oversee the Marketing & Sponsorship department as she assumes her new role in the company.

Account Manager Leslie Lawrence was also appointed to Director of Sales. Ms. Lawrence has lead the sales team as Director of Sales Training for over two years and has also been an Account Manager for the U.S. National Franchise & Business Opportunities Expo. Lawrence will oversee the U.S. National Franchise & Business Opportunities Expos, as well as direct and monitor the Sales team for all of shows within the company. Before National Event Management, Lawrence was the Regional Director of Jenny Craig for Ontario.

National Event Management is a leader in the development, production and management of consumer events across North America. With over 35 annual shows, National Event Management is known throughout the industry for their consumer show expertise in the area of franchise and investment, women's market, golf, adventure sports and travel. For more information on National Event Management visit www.nationalevent.com.

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