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**CHAMPION EXPOSITION SERVICES DEVELOPS OFFICIAL  
THEME AND LOGO FOR HCEA'S 2008 ANNUAL MEETING**

*Champion's creative submission selected by the Healthcare Convention Exhibitors Association  
from more than 30 official entries*

**MIDDLEBORO, MA, December 04, 2007** – Champion Exposition Services (Champion), a leading provider of comprehensive event solutions and exposition services, announced that the company's 'Reach for the Top' submission has been selected as the official theme and logo for the Healthcare Convention Exhibitors Association's (HCEA) 2008 Annual Meeting. Champion's theme and logo were selected by the HCEA's Annual Meeting Committee from more than 30 official entries. The HCEA is a trade association consisting of more than 700 organizations united by their common desire to increase the effectiveness and efficiency of healthcare conventions and exhibitions as an educational and marketing medium. The event will take place June 21-24, 2008 at the Salt Palace Convention Center and Grand America Hotel in Salt Lake City, UT.

We are honored that the theme and logo submitted by our creative team here at Champion have been chosen by the HCEA to represent their annual event next year in Salt Lake City. This event brings together the world's leading healthcare exhibit marketers and meeting organizers and we're excited that our submission won this very competitive contest, said Chris Young, Vice President of Creative Services, Champion Exposition Services. The HCEA's annual meeting includes many of the leading managers of a number of conventions, medical meetings and exhibitions in the healthcare industry and we're proud to be a part of it.

The 'Reach for the Top,' theme and illustrated mountain logo, was designed by Champion's creative team to represent the peaks of professional education that attendees will experience at the 2008 Annual Meeting as well as the picturesque mountains of the popular convention site in Salt Lake City.

**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/>