

Warning to Show Organizers and their Exhibitors

Dan Sweeney, US eTradeShows.com, Ressler, Inc., 1300 3rd Street South, Suite 301, Naples, FL 34102 called several of our exhibitors (cold call) saying that he was offering them an opportunity to participate with the online portion of our Show. Mr. Scott Ressler (239-963-8200) is also making similar calls. One exhibitor immediately asked him if he was a part of the show management or ownership and he said 'no.' The exhibitor asked Mr. Sweeney to send an e-mail for further review so the opportunity could be better understood. Mr. Sweeney's email said, "The online version of the show is a great way to get exposure to those who won't be attending the live show..." Mr. Ressler told an exhibitor he represents the show's online meeting and because attendance is down 30% at trade shows, he would encourage them to join their online show. His website also provides a floor plan for his virtual trade show, which is unlike the show's actual floor plan. Go to www.usetradeshow.com. This domain was created 14 January 2009. Several industry trade shows are listed under various industry categories so he is pursuing many unsuspecting events. Show organizers should be aware of this tactic.

One pitch to an exhibitor was that attendance will be down 30% at this year's show and if the exhibitor wanted to reach those who were not attending, the exhibitor needed to participate in this offer. When asked how he knew that attendance would be down so much, he quickly responded that this is the industry average.

Mr. Sweeney is receiving a cease and desist letter from the show's attorney as Mr. Sweeney, among other things has been:

- Calling customers of the show and making false and misleading representations
- Offering an "add on" service to the trade show
- Making references that his online site is an online version of the show
- Representing to the show's customers that US eTradeShows.com is affiliated with the show
- Making blatant false and misleading statements about the tradeshow such as a 30% decline in attendance and that he is offering an add on to the trade show as a result
- Creating actual confusion to numerous customers who are confused as to whether US eTradeshows.com is officially sponsored by the show
- Using show's registered marks, and customer list