

EXHIBITOR TESTIMONIAL FROM THE LEADING BUSINESS TECHNOLOGY EVENT

Exhibitor	VendorRate
Exhibitor Description	VendorRate is the first business-to-business reputation scoring system that provides confidential and reliable evaluations of supplier performance from a wide group of technology professionals.
Exhibitor Need	VendorRate looks for opportunities that will showcase their solution to a large number of attendees, have direct customer interaction, generate qualified leads and increase brand awareness across the IT industry.
Solution	<p>Interop provides a platform for face to face interaction and the ability to engage with decision makers, key influencers and press in the IT community. Interop attendees, the core of the IT industry, are actively engaged and motivated to learn new applications.</p> <p>VendorRate used Interop as an arena to announce their new webbased vendor rating functionality as well as exhibit with a booth presence.</p>
Results	<p>Interop allowed VendorRate to increase their brand exposure and in addition, provided a great source of leads that will help increase their business. Positive feedback was received from their announcement. Press highlights included an article in bMighty.com.</p> <p>VendorRate's positive experience and results at Interop, were key factors in their decision to exhibit again in 2009 and at Interop New York 2008.</p>

"We'll be back. We were thrilled with the attentiveness of our Interop Account executive and the rest of the Interop team. They provided us with useful information that helped maximize our participation at the event and generate high quality of leads."

—Richard Schaefer, CEO, VendorRate