



RED7MEDIA

Best Events and Pogby Introduce Online Booking Tool For Meeting and Event Planners

Book It Now! technology allows planners to verify availability, and book venues online

NORWALK, CT, May 17, 2010 – Best Events Magazine, a unit of Red 7 Media, headquartered here, has added an industry first to its recently launched VenuesOnline.com website – Book It Now! a revolutionary online venue booking tool for meeting and event planners. Best Events has partnered with Pogby, the creator of a unique online, real-time technology that allows planners to confirm venue availability, view event packages, access online promotions, and even secure the booking online, to provide professional meeting and event planners with the most robust online toolset to source, tour, and now book meeting and event venues, right from their offices, over the Internet.

Pogby has brought the Open Table or Travelocity concept to the meetings & events industry, and the initial response has been outstanding by both planners and venues alike. Planners now have all the key venue information they need at their fingertips in real-time at VenuesOnline.com (www.venuesonline.com), which features detailed information, including video tours, floorplans, and photos of more than 5,000 event venues across the United States. Best Events' partnership with Pogby adds new Book It Now! allows VenuesOnline.com to integrate the Book it Now! technology for its venues. Venues can customize and control the information they want to share with planners and confirm all bookings. Once an event is secured the venue works directly with planners making sure every detail is executed flawlessly. In addition the venue is able to focus on incremental up-sell opportunities after the initial booking with additional products and services. Book It Now! maximizes a venue's visibility, increases bookings, and is completely customizable.

Venues in the New York and Boston markets will be able to see in-person demos and learn about Pogby and Book It Now! at a special Best Events' Book It Now! hospitality event coming this June. Best Events is offering a special introductory offer for all venues who sign up and activate by August 1, 2010. Best Events will host Book It Now! demos in California, DC, and Chicago later this summer.

VenuesOnline.com is a comprehensive online website that provides event planners with access to more than 5,000 event facilities and other event resources – featuring photographs, video tours, floorplans, and detailed descriptions of thousands of event facilities across the U.S. and allows planners to find the venues that match their criteria.– including lofts, stadiums, museums, restaurants, nightclubs, conference centers and hotels. Planners can search based on location (city and neighborhood), type of venue, atmosphere, and a number of other criteria

Best Events Magazine publishes magazines and resource directories in New York, Boston, Washington, D.C., Chicago, and California. The introduction of VenuesOnline.com follows the 2009 relaunch of the Best Events brand, which was formerly known as Agenda.

Best Events will promote VenuesOnline.com and Book It Now! via its website (www.besteventsmag.com), as well as the websites of sister Red 7 Media websites, including those of Event Marketer, Event Design,

EXPO, the Event Marketing Institute, and FOLIO Magazine, which together reach the largest audience of corporate and professional event planners in the United States. The combined reach of Red 7 Media's event publications is over 60,000, and aggregate web traffic exceeds 167,000 unique visitors, and 382,000 page views per month.

About Red 7 Media Red 7 Media (www.red7media.com) publishes business magazines and produces executive conferences and trade shows in the event and media industries. Among the company's market-leading brands are (in the event industry) Event Marketer, Event Design, Best Events, and EXPO magazines, as well as the Event Marketing Summit, Best Event Expos and Event Design Summit conferences. In addition, the company runs the Event Marketing Institute and the Exhibit Designers & Producers Association. In the media industry, the company's leading brands are FOLIO Magazine and Audience Development, as well as the FOLIO Show, and the Audience Development Show.

The privately-held company, founded in 2002, is headquartered in Norwalk, CT, and was named by Inc. Magazine as the fastest-growing periodicals company in the U.S. in 2007 and 2008.

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