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MATCHING FACILITY EXECUTIVES WITH PRODUCT AND SERVICE PROVIDERS

**FOR IMMEDIATE  
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**CONTACT:**

Mary Ellen McCandless,  
Marketing Director, Group C Media, Inc.

Tel: 800.524.0337 x228

E-mail: [maryellen@groupc.com](mailto:maryellen@groupc.com)

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## The TFM Forum Delivers Outstanding ROI

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*Facility executives and suppliers make critical connections—  
and business deals—at the third annual TFM Forum.*

TINTON FALLS, NJ – Sponsors at this year’s **TFM Forum** left the event with multiple purchase orders and promises of more to come. **The TFM Forum** took place October 18-20 at the Sanibel Harbour Resort and Spa in Fort Myers, Florida.

“**The TFM Forum** continues to be a resounding success,” said Susan Coene, co-president of Group C Media, Inc., the parent company of **The TFM Forum**. “Even in today’s economy, attendees at this year’s **TFM Forum** had money to spend. In fact, some attendees handed sponsors purchase orders right on the spot!”

“**The TFM Forum** is clearly the best method to conduct face-to-face business and receive enormous ROI,” continued Coene. “**The TFM Forum**’s combination of one-on-one meetings and informative educational sessions makes it the superior model in the facilities industry. Both attendees and sponsors walked away motivated to buy and sell. We all felt a positive shift in the economy at the end of our time in Sanibel Harbour.”

**The TFM Forum** is different from typical tradeshows because sponsors don’t hope for qualified buyers to stop by their booths: they are guaranteed to meet with them during the one-on-one meetings that are the hallmark of **TFM Forum** events. The prescheduled meetings took place between sponsors, who represent facility management product and service providers from across North America; and delegates, facility executives who are actively seeking those products and services. Prior to the event, personal schedules were created for all participants through Group C-link, a Web-based application designed to match facility executives and sponsors of the event who have a mutual interest in one another.

Additionally, with The TFM Forum Connect Program, **The TFM Forum** is the only facility management event to offer a team of client development agents to help sponsors arrange follow-up appointments with the facility executives they met at The TFM Forum.

This year’s **TFM Forum** received rave reviews from both sponsors and delegates who attended.

“**The TFM Forum** was a real opportunity to meet key decision makers who make decisions on many of the products that we manufacture,” said sponsor Alan Zeedyk, Business Development Manager, Georgia-Pacific Gypsum LLC.

“**The TFM Forum** was the best vendor interaction I have ever had,” said delegate James Tesche, Team Leader, Facilities & Maintenance Services, The Hershey Company. “The one-on-one time was invaluable. I am in the process of purchasing a Fluke Ti32 thermal imager that I saw at **The TFM Forum**. I am also working on quotes for LED replacements in my 3D show, again with a vendor I met at **The TFM Forum**.”

**The TFM Forum** educational conference program was given by facility executives and other professionals working directly in the field, and covered such topics as safety, security, IT, OSHA, CAFM, and more.

“The conference was very well put together,” said delegate Barbara Daley, Quality Assurance Facility Manager, Testa Produce Inc. “The flow of the event was great, as were the sponsors and speakers. I really was not sure what to expect, and it exceeded my expectations.”

The networking opportunities that take place throughout the event are another important facet of **The TFM Forum**. During receptions, meals, tours, and other events, delegates, sponsors, and speakers are able to meet informally and continue conversations that began during conference sessions or one-on-one meetings.

Delegate Robert Nading, Facility Manager, Campus Federal Credit Union, called **The TFM Forum** “a perfect mix of one-on-one meetings with sponsors, educational sessions, and networking events with sponsors and fellow facility professionals.”

## **ABOUT THE TFM FORUM**

**The TFM Forum** gives facility executives with active projects a chance to learn about the industry, network with other facility executives, and evaluate vendor options for upcoming projects. In 2010, **The TFM Forum: Institutional** will take place April 11-13 at the Innisbrook Resort and Golf Club, Innisbrook, Florida. The invitation-only event—which includes a world-class conference program, deluxe accommodations, meals, and ground transportation—is designed for senior-level facility executives with the most demanding schedules.

Endorsed by *Today's Facility Manager* magazine, **The TFM Forum** provides an atmosphere that fosters highly productive discussions with leading facility product and service suppliers who can help to expedite facility executives' upcoming renovation/new construction needs. Vendors who offer facility management products and services participate in **The TFM Forum** as sponsors. Group C Media, Inc. launched the event in 2007.

To find out more about attending or sponsoring **The TFM Forum**, please visit [www.TFMForum.com](http://www.TFMForum.com) or call 800-524-0337.

