



## Conference Attendees Turned Off By Booth Babes, Reveals Affiliate Summit Poll

For Immediate Release

BERKELEY HEIGHTS, N.J./EWORLDWIRE/July 30, 2007 --- Businesses have for years hired tradeshow models - known in the trade as booth babes - to attract attention and draw visitors to their booths at tradeshows, but a recent poll indicates that the effectiveness of these representatives is at best questionable.

Affiliate Summit, the largest international affiliate marketing conference, conducted a poll of attendees recently to gauge their impressions of companies which incorporate booth babes into their exhibitor booth presence.

The purpose of the poll was to help Affiliate Summit exhibitors identify the elements of the most productive environment possible by sharing opinions of the conference attendees.

More than 180 conference-goers submitted feedback by choosing one of the following options: I am more likely to visit the booth; I am less likely to visit the booth; or Doesn't matter to me.

Over half (56 percent) of people surveyed said they were less likely to visit a booth with booth babes, while just 15 percent said they were more likely to visit the booth. Poll respondents were 33 percent female and 67 percent male.

For more details on the poll, visit  
'<http://blog.affiliatetip.com/archives/decline-of-the-booth-babe/>'

Details on upcoming Affiliate Summit conferences in London (September 28, 2007) and Las Vegas (February 24-26, 2008) are available at '<http://www.affiliatesummit.com/>'.

About Affiliate Summit Inc.

Affiliate Summit Inc. was founded by affiliate marketing industry veterans, Shawn Collins and Missy Ward, and serves the affiliate marketing professional community. The mission of Affiliate Summit is to be the leading global source of learning and networking opportunities surrounding the affiliate marketing industry. For additional information about the conference, visit '<http://www.AffiliateSummit.com/>' or call 866-483-0167.

To subscribe to the Affiliate Summit Real Deal Newsletter for breaking news, tips and the latest information about the affiliate marketing industry, visit '<http://www.RealDealNewsletter.com/>'.

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