

# The Informer - News You Can Use

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The Ultimate Event Resource



## Industry Announcement:

*Tradeshow Week Vacuum Filled by TSNN —  
New Editorial Staff and Industry Event Announced*

The Trade Show News Network (TSNN) will fill the vacuum left behind for *Tradeshow Week's* former subscribers. With a concentration on content, the newly designed site has added a stable of well-known industry writers and bloggers (including Chris Brogan) to provide valuable industry news. *Tradeshow Week's* closure also permanently suspended production of *Tradeshow Week's* "Fastest 50" event recognizing the fastest growing exhibitions in the U.S. and Canada. TSNN will launch a similar event to complement its MTO Summit scheduled for November 9-10, 2010 at the Hilton Alexandria Hotel in Alexandria, VA. The inaugural

award event, the "TSNN Event Excellence Awards," will conclude the conference on November 10, 2010.

[Learn More](#)

TSNN invites all event planners, organizers and producers to participate in our active [LinkedIn Group](#). Network and offer your voice concerning the changes happening in our evolving industry.

[Join today](#) and stay informed.

### ● *McPier Panel Approves Plan to Stop Trade Show Bleed*

From: [NBCchicago.com](#)

"A complete game-changer" where the words used to explain the agreement according to the Chicago president of Meeting Planners International. In 2009 when 3 events announced movement of upcoming shows, costs were the apparent factor. "McCormick Place has been around for 50 years, and as one person described it, it was like an oven that had never been cleaned," said Sheila O'Grady, the head of the Illinois Restaurant Association appointed by Mayor Richard Daley to help create the reform agreement.

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### ● *Crowd Sourcing for Event Planners - 10 Creative Ideas*

From: [Ready2spark.com](#)

Tapping into the collective intelligence of the crowd has the ability to convert attendees into advocates. When an attendee feels they have contributed to a detail of an event they are more likely to spread the good word. They also leave with a more satisfied feeling about the event. Success stories include the famous ongoing campaign from Starbucks where customers were asked "What do you want to see from Starbucks?" The key is to think up creative and engaging ideas that will help you achieve your event objectives.

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### ● *Social Media Skyrockets Business Advertising*

From: [Businessweek.com](#)

A solid report released recently from *SustainableVirtualBiz.com* revealed insightful information about social media. The analysis proves the internet has surpassed print newspapers and radio as American's primary information source. According to the report only local and national television led the internet as American's



*"Boston is known  
for its innovation  
- Thomas Menino*

primary information source. The internet is turning news and business advertising into an interactive social media experience. Mobile users saw the largest increase over the past year from 6% to almost 26%. Americans are using cell phones as their primary information source. Mobile technology and social media networks are reshaping the news and advertising business with the use of Twitter and Facebook (just to name a few.)

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Are you an Organizer that would like to be featured in the spotlight? Do you have an interesting story to submit? If so e-mail Arlene Shows, Editor at [ashows@tarsus.com](mailto:ashows@tarsus.com)

Interested in advertising or sponsorship opportunities? If so e-mail John Rice, Sales Executive at [jrice@tsnn.com](mailto:jrice@tsnn.com)

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