



TSNN ExpoFiles Newsletter  
Thursday, August 12, 2010

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# Location Smart

Donald E. Stephens  
Convention Center  
Rosemont

## Best Practices



### Whether You Know It or Not, Trade Show Marketers Are Brand Managers

By Steve Dunn

Brand Management is just one of the many tasks assigned to a Trade Show Marketer. Brand building is not just about brochures and web site aesthetics but the job encompasses an intricate business process which impacts sales and profitability. When done right increasing the value of a brand can help a company earn higher prices, reduce switching behavior, acquire preferred distributors and have more successful brand extensions.

[Learn More](#)



### Send Tingles Down Your Customer's Spine

By Tim Patterson

What better way to gain attention than offering up a powerful story? People (and customers) react to stories - they remember a good one and they respond in a positive way to them. Engaged customers will keep coming back for more enlightenment. Start the process by collecting stories about your products and your customers. Ask them how your product or service impacts them. Why did they buy? Why do they keep coming back? The more stories you collect, the better chance you have of finding that one nugget that succinctly tells *the story* of your product.

[Learn More](#)



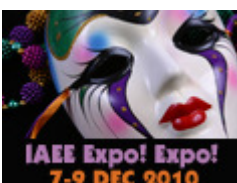
## Technology

### 11 Mind-Blowing Mobile Marketing Infographics

According to Pew Research Center, 59% of adult Americans go online wirelessly. Therefore, if you consider the proliferation of wireless connectivity and devices, online marketers have many more screens to worry about than just the standard computer screen. To better grasp the growing mobile marketing opportunities (including the size of the market) take a look at these infographics...

[Learn More](#)





## Convention and Conference Centers

### Five Ways to Keep Attention at Conferences

By Chris Brogan

I'm writing this from a conference that I won't name, because I'm so bored silly that I decided to go hang out near the food and write blog posts, instead of watching the content. Why? Because it was delivered in a boring tone by uninspired speakers in a very talking heads format to a room full of people who could all pass the test on having attention deficit disorder. You're going to have to shake up how you do content, and I'm looking at YOU, not your speakers when I say this. Here are 5 ways to keep attention at conferences...

[Learn More](#)

### A Comic Convention Bursts Its Boundaries

By Brooks Barnes and Michael Cieply

It used to be when a movie like "Salt," (a spy caper starring Angelina Jolie) received its publicity pop on the festival circuit – or maybe even playing on the splashier side of Cannes. However, this year the limelight for opening day of Comic-Con International (the annual convention for fans of comic books and related TV shows and movies) housed by the San Diego Convention Center received approximately 130,000 fans. They happily blasted the Web with movie chatter and received international media coverage second only to the Oscars.



[Learn More](#)

## What's Happening on TSNN?

Did you miss the informative webinar covering virtual events and the future?

The webinar revealed trends along with insightful views from over 800 industry peers...

[Register here](#) for the recorded version.

## Social Media

### Should trade show budgets have a strong social media component?

By Howard Oliver

If your plans include attending a fall technology show then ask yourself "Are you allocating funds to reach out via social media to prospects and customers?" & "Are you going to use internal resources or outsource the task to your social media agency?" Tips and suggestions are offered here to help you come up with some ideas...



### [Learn More](#)

## Our LinkedIn Group is close to 3,300 members!

### [Joining TSNN's LinkedIn Group helps you stay connected, reach out today!](#)

Joining will help you network and stay informed with knowledgeable Trade Show Industry professionals like yourself.

Connect, learn and grow!

**Add your thoughts to this current discussion:**

### [4 Digital Marketing Trends Poised to Make an Impact](#)

### [Tweet with us!](#)

Submit your Tweets at #TSNN

Have you attended a great event recently? **Do you have an announcement you would like us to Tweet about?** Let us know by e-mailing [dbushmakin@tarsus.com](mailto:dbushmakin@tarsus.com)

## Marketing

### Competition

Seth Godin claims the number one reason people give him for giving up on something great is, "someone else is already doing that." Or, put another way, "my idea is not brand new." Or even, "Oh no, now we'll have competition." Learn why competition can be beneficial...

### [Learn More](#)

## Maximizing Your Exposure: Press Kits, Press Releases, and Trade Shows

What you Should Know about Press Releases and Press Kits:

- Clarity of purpose and economy of words should be your two rules of thumb
- ALWAYS use the correct press release format
- For a more economical alternative, choose to send an e-press release
- Make sure you are targeting the right audience for your press release

### [Learn More](#)

## Trade Show Giveaways

### How To Get Your Tradeshow Giveaway in the

## Suitcase Home

By Jerry McLaughlin, CEO of Branders

With tradeshow giveaways, the trinity of usability, price, and marketing message can be difficult to achieve. The marketing department wants it to stand out from the crowd, but doesn't have a big budget for it. The events team is strapped with exhibit storage space and shipping costs as it is. What's an organization to do? A study released in February by the Promotional Products Association International (PPAI) surveyed more than 1,000 consumers who recalled receiving a promotional product in the past 24 months. The results are amazing, and should be required reading for any marketing or event teams who want to cite hard ROI numbers for their budgets.

[Learn More](#)

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## Job Postings

[Marketing Specialist](#)

[Marketing Director](#)

[Creative Services Manager](#)

[Business Development](#)

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## Featured Vendors & Venues

### [Adjuvant Expos](#)

1904 Vintage Drive  
Corinth, Texas 76210  
972-499-7500

### [AllPoints Research, Inc.](#)

200 West First Street Suite 100  
Winston-Salem, NC 27101  
336-896-2200

### [Boston Convention and Exhibition Center](#)

Two Copley Place, Suite 105  
Boston, MA 02116-6501  
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La Mesa, CA 91942  
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**Exhibit Resources**

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Raleigh, NC 27617  
919-832-4700  
1-800-444-1858

**ExpoCad**

69 South LaSalle Street  
Aurora, IL 60505  
630-896-2281

**GES Exposition Services**

950 Grier Drive  
Las Vegas, NV 89119  
702-263-1500

**Las Vegas Convention and Visitors Authority**

3150 Paradise Road  
Las Vegas, NV 89109  
702-892-0711 or 877-847-4858

**Meeting Tomorrow**

4433 N. Ravenswood Ave.  
Chicago, IL 60640  
1-877-633-8866

**Morgantown Event Center**

Three Waterfront Place  
Morgantown, WV 26501-5958  
304-581-2810

**Promotions Depot**

P.O. Box 672  
Melville, NY 11747  
1-888-776-6660

**The Donald E. Stephens Convention Center**

5555 N River Rd.  
Rosemont, IL 60018  
847-692-2220

**TWENTYth**

340 Hamilton Park Dr.  
Roswell, GA 30075  
404-246-6659

**vConference Online**

Virtual  
520-760-2400

**BOSTON.**  
MAKING CONVENTION HISTORY





SEE THE TOP 10 REASONS  
TO DO BUSINESS IN VEGAS. [LVCVA.COM](http://LVCVA.COM)




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**VISIONS THE Women's Expo**

Saturday, August 28 | 10 a.m. - 6 p.m.  
Sunday, August 29 | 10 a.m. - 5 p.m.  
Dallas Market Hall | Dallas, Texas

 **exhibit resources**  
we'll show you™

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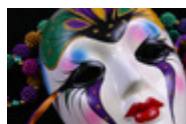
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**IAEE Expo! Expo!**  
 NEW ORLEANS, LA

**7-10  
 DECEMBER  
 2010**



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**Aircraft** **EXPO**  
*interiors* AMERICAS



The event that unites the  
 helicopter community



**Cannes**  
 Boat & Yacht  
 Show



## Featured Events

### [Visions: The Women's Expo](#)

Show Type: Trade Show

Dallas Market Hall

August 28, 2010 - August 29, 2010

### [Cannes International Boat & Yacht Show](#)

Show Type: Tradeshow

Rue Emile Negrin Cannes

Sept 8, 2010 - Sept 13, 2010

### [Aircraft Interiors Expo Americas](#)

Show Type: Tradeshow with Conference

Long Beach, California

Sept 14, 2010 - Sept 16, 2010

### [Embedded Systems Conference Boston](#)

Show Type: Tradeshow with Conference  
John B. Hynes Veterans Memorial Convention Center  
September 20, 2010 - September 23, 2010

**[Helitech 2010 Portugal](#)**

Show Type: Tradeshow  
Aerodromo Municipal de Cascais  
Oct 5, 2010 - Oct 7, 2010

**[Magic Internacional 2010](#)**

Show Type: Public Show  
Las Vegas Convention Center  
Oct 9, 2010 - Oct 11, 2010

**[18th National Quality Education Conference 2010](#)**

Show Type: Conference  
Crowne Plaza Chicago O'Hare  
November 7, 2010 - November 9, 2010

**[G2E- Global Gaming Expo](#)**

Show Type: Tradeshow  
Las Vegas Convention Center  
November 16, 2010 - November 18, 2010

**[IAEE's Annual Meeting & Exhibition](#)**

Show Type: Tradeshow with Conference  
New Orleans, LA  
December 7, 2010 - December 9, 2010

**[National Pavement Expo West](#)**

Show Type: Tradeshow  
Las Vegas Convention Center  
December 10, 2010 - December 11, 2010

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Event Organizers seeking more ideas on best practices for their events can access TSNN's enewsletter archive at [http://www.tsnn.com/newsletter\\_archive.asp](http://www.tsnn.com/newsletter_archive.asp).

Do you have a story on a new and/or best practice that garnered successful results for your event? Whether it's sales and marketing, operations, customer service or any new idea that can benefit your peers in the industry, **WE WANT TO KNOW!** Send your ideas, stories or press releases to [Arlene Shows](#), tsnn.com online editor.

For advertising and sponsorship opportunities on TSNN, please contact [John Rice](#) (617-201-7088).

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