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TSNN ExpoFiles Newsletter
Thursday, January 20, 2010

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Exhibitions

BOSTON.
MAKING CONVENTION HISTORY



What's Happening on TSNN?



TSNN Editor-in-chief Rachel Wimberly spoke recently on a Nevada NPR program with other trade show industry professionals, such as Chuck Schwartz from The SEMA Show, about the health of the convention industry.

[Click here to listen](#)



Tips, Tactics & Best Practices



What Expectations Do Online Community Members Have of their Leaders?

By Michael McCurry

What makes online communities rock? Online community leaders play an important role surrounding the culture created. Should more than just standard rules of courtesy, professionalism and respect apply? Offer your own thoughts and suggestions.

[Learn More](#)



So you Want Good Results from Exhibiting at a Show?

By Adam Baggs & Emma Swales

Optimizing marketing and public relation activities will ensure results at a show. Once the organizers have done their job in terms of visitor profiling it is up to the individual exhibitor to attract the right leads in for their business. Exhibitors have less than three seconds to make an impact as visitors walk past their stand. Effective pre-show marketing can mean key messages are already cemented in a potential customer's mind, making those three seconds more fruitful.

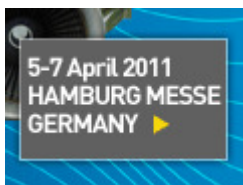
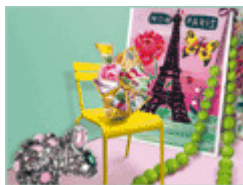
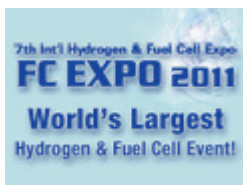
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Technology

Mark your Calendar for - 2011 MTO SUMMIT Chicago A "Taste" of Technology

MTO Summit Chicago – an innovative event technology conference offering real-world solutions - will be held March 21st - 22nd at the Intercontinental Hotel O'Hare in Rosemont. We want to see you there!



To become a sponsor, please contact
Chris Anderson at canderson@tsnn.com
(512-992-6297)



Meetings, Conferences & Events

Six Arty Event Entertainment Ideas

By combining art and entertainment, these recent performances, installations, and activities captured guests' attention. In September, the reopening celebration for Chanel's Peter Marino-redesigned SoHo store included a digital interactive graffiti space, where guests were invited to tag messages using paint cans that interacted with oversize screens.

[View Visuals Here](#)



Marketing Insight

Eleven Examples of Online Marketing Success

By HubSpot

This informative and complimentary online slide presentation offers stories of success along with helpful case studies. Learn how contests can lead to golden publicity opportunities, how keyword research helps identify industry trends and how to make money using Twitter.

[Learn More](#)

Social Media

Three LinkedIn No-No's

Progressive and candid participation within your LinkedIn Group discussions will deliver the best networking results. Avoiding mistakes like not completing your personal profile, failing to post status updates and ignoring member questions are ill advised.



[See Why and Learn More](#)

TSNN's LinkedIn Group is loaded with valuable news and discussions.

[Joining TSNN's LinkedIn Group helps you stay connected and informed.](#)

Add your thoughts to this current discussion: [A topic of discussion is building a new pricing model between exhibitors, show mgt and GSC. If exhibitors are the end of the food chain, would a new model be effective and if so how would be work?](#)

Overcoming The 3 Biggest Hurdles To Using Twitter

By Mike Thimmesch

With almost 200 million Twitter fans there are valuable reasons to utilize this resource. Mike Thimmesch loves the Event Profs group on Twitter and offers newcomers to Twitter (and new members to the Event Profs community) tips on how to get started and leverage this popular tool.

[Learn More](#)

[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 Arlene Shows at: ashows.tarsus@gmail.com



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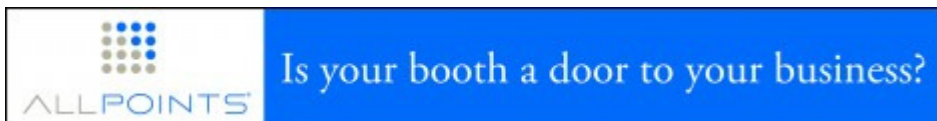
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Trade Show Giveaways

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Workplace Health Advice

Top Ten Ways to Un-bake your Brain

If part of your new year resolution list includes higher productivity at work then reducing stress, anxiety and fatigue could help. This article offers a set of easily-implementable practices, tips and tools to help un-bake your brain and de-stress your life. Improving your relationships and work performance can help return health and fitness to your body and your work days.



[Learn More](#)

Email Etiquette for the Super-Busy

By Jocelyn K. Gleib

A "less is more" strategy will help with a more mindful approach to managing e-mail. To help you get started this author has assembled a cheat sheet of best practices. It pinpoints efficiency and getting the responses you need to get going.

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1-800-444-1858

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

The Donald E. Stephens Convention Center

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

7th Int'l Hydrogen & Fuel Cell Expo World's Largest Hydrogen & Fuel Cell Event
FC EXPO 2011 Mar. 2 - 4, 2011, TOKYO, JAPAN



Banner Stands

Featured Events**ECLAT De Mode**

Show Type: Tradeshow
 Paris Porte de Versailles
 January 21, 2011 – January 24, 2011

Las Vegas International Garden Expo

Show Type: Public Show
 Las Vegas Convention Center
 February 15, 2011 - February 17, 2011

7th Int'l Hydrogen & Fuel Cell Expo

Show Type: Tradeshow
 Tokyo Big Sight, Tokyo Japan
 March 2, 2011 - March 4, 2011

NAB 2011 – National Association of Broadcasters

Show Type: Tradeshow with Conference
 Las Vegas Convention Center
 April 9, 2011 – April 14, 2011



Event Organizers seeking more ideas on best practices for their events can access TSNN's newsletter archive at 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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