



TSNN ExpoFiles Newsletter
Thursday, July 22, 2010

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Best Practices



Make Your Booth Stand Out at a Trade Show

By Sarah Shaw

If you've never mailed a pineapple, chromed-out a booth, or put together a treasure hunt, you might as well get out of the tradeshow business... Well, not exactly, but you can keep your mind open to more creative approaches to complement conventional – fruit-free, but fruitful – approaches too...



[Learn More](#)



Show Me the Money: Maximizing Tradeshow ROI

By Susan Friedmann

Many of us know – from personal experience probably, but research backs this up – that the lion's share of tradeshow leads are not followed up on. Each lead that falls to the wayside is a missed opportunity to generate profit, and developing a system to improve the process is not that complicated. By knowing what you aim to achieve and following a few steps you can get the trolley back on the tracks.

[Learn More](#)



What Questions Do Your Customers Ask at Your Tradeshow Booth?

By Tim Patterson

Surely you have time to answer any and all questions that attendees might have for you – even if they don't pertain to your business and will likely not lead to new business? ...probably not. But even the most far-out questions have their place, and might give you an indication of market conditions and what's going on in your customers' heads. At the very least you can update your website's FAQ page...



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Industry Updates



Airlines Making Billions From New Fees

By Rachel Wimberly

I recently saw a story on the CNN Web site about a congressional hearing taking place that was looking into the billions of dollars airlines were making charging extra fees from everything ranging from baggage to seat choice to cancellation fees. I don't really know why I was so shocked that they were making a killing off of nickel and diming people to death, but I still was under the impression the poor airlines were barely getting by. Boy, was I wrong.



[Learn More](#)

PAX will Return to the Hub

PAX East, otherwise known as the Penny Arcade Expo, a video games convention that brought in nearly [60,000 attendees last march](#), will be returning to Boston for at least the next three years. "Bringing PAX East back to Boston is a huge win for Boston" according to executive director James A. Rooney, "to showcase the diversity of our technology scene and the international talent of our city's game developers."



[Learn More](#)

TS2—When a Live Event Becomes Social

By Brent Skinner

Last week, on July 13th through 15th, "TS² 2010: Total Solutions Marketing for the Exhibit and Event Professional" took place at the Boston Convention & Exhibition Center. More than 250 attended the keynote address, more than 500 exhibit and event professionals participated in the plentiful learning sessions of Tuesday's "Pre-Conference: TS² Interactive," after which, about 300 migrated across the street to the Seaport Hotel & World Trade Center to attend TS²'s wildly successful Block Party—an evening of...

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What's Happening on TSNN?

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Watershed Findings Uncovered:

- Virtual events have come of age proliferating, growing and gaining momentum
- A major paradigm shift is occurring in the events industry and where it is headed
- Virtual Events are projected to be an \$18.6B industry in 5 years
- Green focus is drawing companies toward virtual as a way of reducing their carbon footprint
- Responders see virtual tradeshow as an add-on or an extension to an existing show or physical event
- Content is still king, followed by ease of use and cost savings

Presenters

RD Whitney	President & CEO, TSNN
Randy Selman	President & CEO, Onstream Media Corporation
Stephen Nold	President, Tarsus Advon & Founder of MeetingTechOnline.com



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Social Media

Our LinkedIn Group has reached over 3,210 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!

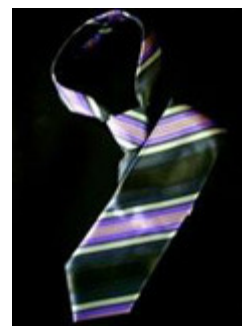
Add your thoughts to this current discussion:

[Do we need attendee dress code standards?](#)

[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



Site Spotlight: empowerMINT.com

[empowerMINT](#) is the only virtual national sales office for the DMO industry – the only one strategically working to connect planners and their meetings ...to destinations and their experts.

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Job Postings

[Global Tradeshow Manager](#)

[Tradeshow Coordinator](#)

[Sales Account Executive - Zurich](#)

[Exhibitor Services Associate](#)

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
617-867-8286

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[Creative Marketing Incentives](#)

9019 Park Plaza Drive Suite A
La Mesa, CA 91942
1-800-619-6101

[Exhibit Resources](#)

7521 Exhibit Court
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

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520-760-2400





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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

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Featured Events

Financial Planning Summit for Accountants

Show Type: Conference
Sheraton Gateway Suites Chicago O'Hare
July 22, 2010 - July 23, 2010

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

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

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.

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](mailto:Arlene.Shows@tsnn.com), tsnn.com online editor.

For advertising and sponsorship opportunities on TSNN, please contact [John Rice](mailto:John.Rice@tsnn.com) (617-201-7088).

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