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Featured Article:

Meeting Planners Cheat Sheet: Food

By Jeff Hurt

In a series of four quick "tip sheets" for meeting and event professionals regarding food and beverage, advice is offered on the amount (and types) of food to order – along with meeting room set up plans. Since a majority of venues consider food and beverage a significant revenue center hotels often give free meeting space based on the amount of money spent for food and beverage. Therefore, the time to begin food and beverage negotiations is during the contract stage.

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● *Event Risk Management Tips - Some Basics*

By Traci Browne and Paul Cook

It is not a good idea to assume someone else has you "covered." This advice is applicable to the event organizer and to the exhibitor, even if you have been an integral part of the planning process. For example, when it comes to people of the show floor – are you looking after them? Many organizers assume the venue will automatically have insurance coverage they can rely on – but is that true?

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● *What Exactly Does An Exhibit Marketer Do?*

By Mike Thimmesch

Interesting insights are offered within a new white paper, *The Evolving Role of Exhibit Marketers*. For part of this research study, over 170 exhibit marketers answered questions about what their job entails, including what they do themselves, delegate, or outsource. Here is a summary of how they answered and how their jobs compare to others in the industry.

» [Learn More](#)

● *What Not to Do at Trade Shows*

What you are not supposed to be doing while participating in a trade show can be just as critical to your success as the right moves you make. For example, it is vital to make a great first impression with your prospective customers – ignoring your prospects by holding conversations with your colleagues should be an obvious "what not to do" – but it happens anyway.

Your trade show booth team are ambassadors for your company, choosing the right people are important to a company image.

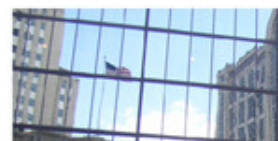
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● *Video is SO Powerful as a Motivator*

By Chris Brogan

Utilizing video can be a powerful motivator. Does video distract people from a more powerful call to action? Can you do both as an effective marketing professional?

» [Learn More](#)



"Boston is known
for its innovation
- Thomas Menino

● ***Trade Show Internet Launches World's First On-Site Cellular Internet Service***

This new trade show internet service allows event organizers to replace "exclusive" fixed line internet service with lower-cost, flexible cellular internet options. It is the world's first on-site cellular internet service designed specifically for the trade show and meetings industries.

» [Learn More](#)

● ***What did the Virtual Trade Show Survey on Insights and Trends Reveal?***

[Register](#) for the no cost educational webinar on August 4th at 2pm EST and find out what over 800 Industry Peers had to say...

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.

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