



TSNN ExpoFiles Newsletter  
Thursday, July 8, 2010

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Location Smart

## Best Practices

### Social Sales Appeals

By Michelle Bruno

When you work in an industry whose sole purpose is to bring buyers and sellers together, changing the way you sell is a hard habit to break. Who hasn't used or experienced the "register today or pay an extra 30 percent tomorrow," or the "exhibit with us because we're the leading widget show in North America" or the "attend our show to network with your peers and hear industry thought leaders" appeals?



[Learn More](#)

### Refurb Madness

By Linda Armstrong

Doing "more with less" has become the exhibit marketer's mantra. Given the economic upheaval during the last two years, most exhibit-marketing budgets have been reduced. Dwindling marketing dollars have made us think outside the box and become more creative with updates and changes. Here are eight experts offering opinions and inexpensive ways to refurbish an afflicted booth.

[Learn More](#)

### Five Wrong Moves that Could Derail Your Corporate Event

What can happen when a client organization refuses to heed common sense advice from a seasoned event planner? A corporate event has the potential of being "derailed." Listed are five wrong moves to avoid no matter how much pressure you are facing from clients or prospective clients.

[Learn More](#)

## Industry Updates

### AEO Excellence Awards - The Winners

**Association of Event Organisers Ltd (AEO)** is the trade body representing companies which conceive, create, develop or manage trade and consumer





events. It is run by its members for the benefit of its members through an elected council of representatives, specialist working groups and a fulltime secretariat.

[See who won](#) in the categories of “Best Trade Show Launch”, “Marketing Campaign of the Year” and more...



## GOP Picks Tampa for 2012 Convention

The Republican National Committee has picked Tampa, Florida and the St. Pete Times Forum to host the 2012 Republican National Convention. Tampa beat out Salt Lake City and Phoenix for the convention.



In a conference call announcing the decision, Republican National Committee chairman Michael Steele said the immigration uproar in Arizona and call for a boycott of the state played no part in Phoenix losing the bid.

[Learn More](#)



## Leading Indicator Points to Significant Recruiting Activity this Fall

Onrec Expo, the largest global gathering of corporate recruiting leaders, tends to be a leading indicator for future hiring activity. “It only makes sense, says RD Whitney, CEO of Onrec USA. “If corporations are looking to hire, they are more inclined to gather and learn about the latest innovations in the process of recruiting.” If the 2010 event is used as a barometer for hiring this fall, we are about to see a significant pickup in recruiting from corporations.

[Learn More](#)



## Economics

### 2010 Mid-Year Preview

From Forbes Video Network



This video commentary from the head of Bank of America offers insight on economic stability. Four themes of focus include the above trend growth, the monitoring of inflation, the Federal Government's ability to keep interest rates low and the sovereign crisis in Europe - and what it means to the United States.

[Learn More](#)



Joyce McKee from [“Let's Talk Trade Shows”](#) conducted an informative webinar on June 23rd which provided viewers with the road map needed to create a successful follow-up program for all your trade show leads.

[Click here](#) to have access to the webinar content and other materials on lead follow-up.



## What's Happening on TSNN?



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A follow up to our extensive survey - and you are invited.

## Virtual Trade Show Webinar Survey Insight & Trends Revealed

Join us on August 4th 2pm EST

### 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



Register Here

## Social Media

**Our LinkedIn Group has reached over 3,150 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](mailto:dbushmakin@tarsus.com)

## Trade Show History

Jump back in time (circa 1900's and earlier) and view the historically fascinating images from Exhibitor Magazine's photography archives. Events



include New York's World Fair, Boston's Food Fair, The Cement Show and the First Auto Show!

[Learn More](#)



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## Trade Show Giveaways

### Bridgeport/Stamford firms No. 1 in "swag"

Fairfield County, Connecticut businesses and nonprofits can't buy enough coffee mugs, key chains, T-shirts, refrigerator magnets or other giveaway merchandise where they can put their brands in front of consumers, according to a promotional-product industry report. The Bridgeport/Stamford market is number one among the top twenty-five U.S. markets in per capita sales and distribution of promotional products, the Advertising Specialty Institute says. The first-ever ranking is in the latest issue of ASI's *Counselor* magazine. "The list unveiled some surprising hot spots," said Editor Andy Cohen. "While New York City is the advertising capital of the world, businesses in lots of unexpected places like Little Rock (Ark.) and Jacksonville (Fla.) are spending a lot of time promoting themselves using promotional products."

[Learn More](#)

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## Job Postings

[Exhibit Designer](#)

[Senior Marketing Communications Manager](#)

[Senior Graphic Designer](#)

[Director, Public Relations & Executive Communications](#)

[Trade Show Coordinator](#)

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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  
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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**

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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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 **5-7 October 2010 Cascais, Portugal** 

**Cannes Boat & Yacht Show**  **8-13 sept 2010**

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**Featured Events**

**TS2 2010**

Show Type: Tradeshow with Conference  
 Boston Convention & Exhibition Center  
 July 13, 2010 - July 15, 2010

**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

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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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