



TSNN ExpoFiles Newsletter  
Wednesday, June 16, 2010

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Donald E. Stephens  
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**Location Smart**

## Best Practices

### How Tradeshows Got Their Groove Back

By Michelle Bruno

Trade shows used to be fun. Attendees didn't mind getting out of the office for a few days. There was plenty to see at the show, and the booth babes were easy on the eyes. Exhibitors offered entertainment, and R2D2-like robots wandered the aisles in search of unsuspecting victims. At some point things got serious. Feminists (I think) complained about the booth babes, large corporations and MBA grads replaced the event entrepreneurs and the words "trade show" became synonymous with "bottom line." Some shows that became too well attended and little raucous (remember the original E3?) were canceled.



[Learn More](#)

### Optimize Your Event Site for Mobile Users

By Chris Brogan

I'm a man on the go. I attend events every couple of days. It gets weird that I know some airline pilots by first name at this point. How do I get it all done while traveling? I use lots and lots of mobile computing devices and not just a laptop. Here's some news: most event Web sites stink on a mobile device.



[Learn More](#)

### Avoid a Tradeshow Built on Afterthoughts

By Eric Lukazewski

Tradeshow exhibitors are often overwhelmed with all the details and planning that goes into the preparation for a show. From exhibit planning, service orders, shipping, graphics and more, there's a number of items, intentional or not, that are often overlooked and can be avoided with a proper strategy. Tradeshow sanity can be won if you commit to the battlefield with a proper plan.

[Learn More](#)

## Highlighted Technology Provider





**Babycad** - An easy online exhibition design tool which is powered by 3D-Standards and has a custom model set – completely tailored for the exhibition industry.

## Industry Updates

### Good News on the Hotel Front

By Rachel Wimberly

In what is some welcomed good news, the hotel industry in the United States is projected to end this year with increases in two of the three key performance measurements, according to Hendersonville, Tenn.-based Smith Travel Research. STR projects occupancy this year to increase 3.6 percent to 56.7 percent, average daily rate (ADR) is expected to end the year virtually flat, with a 0.6-percent decrease to \$97.26 and revenue per available room (RevPAR) is forecast to rise 3 percent to \$55.13. Upper-end hotels will drive the overall industry's recovery, according to Mark Lomanno, STR's president.



[Learn More](#)

### Nashville Survives, Thrives After Historic Flood

By Rachel Wimberly

In the beginning of May, Nashville, Tenn., and the surrounding areas were hit with a deluge that swamped entire neighborhoods, as well as sections of the city's downtown along the Cumberland River.



News reports showed a city under water, including the famed Grand Ole Opry and Gaylord Entertainment's Gaylord Opryland Resort. Even with all of the damage, though, Butch Spyridon, president of the Nashville Convention & Visitors Bureau, said the city recovered very quickly. "The initial impact was staggering in terms of our own assessment and the realization of the message going out nationally and internationally," Spyridon said.

[Learn More](#)

### Lightfair Lights Up West Coast

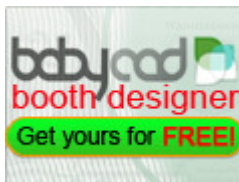
By Rachel Wimberly

Atlanta-based AmericasMart's Lightfair International broke its West Coast attendance numbers when 22,000 people showed up at the event May 12-14 at the Las Vegas Convention Center.

[Learn More](#)

### Could a Local CVB Near You Be Closing?

By Rachel Wimberly



I would like to say I was completely shocked when I saw a news report the other day that the Fresno (Calif.) Convention & Visitors Bureau may be closed at the beginning of next year because of budget problems – but I really wasn't. Nothing to do with the Fresno bureau in particular, but in the wake of a recession that's been around for a while now, and the toll it's taken on cities' budgets when the powers that be look around and see what might have to be chopped out of the budget, a convention and visitors bureau easily could be on the block.

[Learn More](#)

## What's Happening on TSNN?

An Informative & Complimentary Webinar...

TSNN and Joyce McKee from ["Let's Talk Trade Shows"](#)  
*present*  
**"Trade Show Follow-up: The Ultimate Competitive Edge"**  
**Wednesday, June 23, 2010 12:00 PM - 1:00 PM EDT**

This informative webinar will cover:

- Misconceptions about effective lead follow-up
- Processes, plans and pitfalls in lead follow-up – regardless of company size
- Case studies from companies who are turning trade show lead management into a significant competitive advantage, including learning lessons from their mistakes
- Lead follow up collaboration tactics between marketing and sales
- Strategies to gain support from your CEO and CFO to fund your lead follow-up efforts

[Register Here](#)

## Announcing the proud winner of the iPad from our First Annual Virtual Trade Show Survey:



John Moriarty/VP, Sales & Marketing - CeBIT/Hannover Fairs USA, Inc.  
 CeBIT March 1-5, 2011 Hannover, Germany - Push Your Business  
[CeBIT](#)

"Thank you TSNN and Onstream Media, I am not sure who is happier I won, my children or me!"

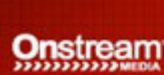
## Watershed Findings Captured on First Annual Virtual Trade Show Survey

**Webinar in July to Share Groundbreaking Results**

### Sample Findings include:

- Of those who have participated in a virtual tradeshow, nearly three quarters deemed it a success;
- 75% of responders see virtual tradeshows as an add-on or an extension to an existing show;
- Content is still king, followed by ease of use and cost; and
- Additional insight and important trend data shared.

**Stay Tuned...Details to Come**



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## Social Media

### 5 Elements of Social Media Storytelling

By Dan Greenfield, Principal, Bernaise Source Media

Storytelling is at the core of any competent Public Relations professional. Good stories and interesting content drive coverage, generate awareness and build relationships. However, today's storytellers need more than a good pitch and a receptive reporter. A solid press release needs to be more than a compelling lead and a reasoned argument. The present day environment is nonlinear and operates independently of news cycles. It uses multiple authors and resides on a variety of platforms. By viewing social media as another form of storytelling, we can be more effective in mastering the tools that are redefining our relationships and reshaping our stories.

[Learn More](#)

### Our LinkedIn Group has reached over 3,100 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 the latest news posting:**

[The Launch of a Social Media Playbook](#)

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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)

## How I got 6000 RSS subscribers in 12 months

According to Jason Cohen founder of Smart Bear software you should "make your own rules."

Initially he was obsessed with the "rules" of blogging, but none of those rules actually got him more readers. What worked in the end was just doing whatever he was most proud of; something that reflected his personality and perspective. Of course terrific content did not hurt either.



[Learn More](#)

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## Trade Show Giveaways

### Playing the Tradeshow Giveaway Game

If an organization is going to spend time and money participating in a tradeshow then it is wise to do everything they can to stand out to their prospective customers. In order to master the tradeshow giveaway "game" decision makers should consider ideas such as making it short and sweet, defining the target audience and establishing rewards.

[Learn More](#)

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## Job Postings

[Senior Manager, Public Relations](#)

[Tradeshow Manager](#)

[Corporate Events Planner](#)

[Marketing & Communications Specialist](#)

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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  
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**


Virtual  
 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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**IAEE Expo! Expo!**  
NEW ORLEANS, LA **7-10 DECEMBER 2010**

**Is your booth a door to your business?**

**CMIG**  
Creative Marketing Incentive Group Inc.

**Increase Foot Traffic To Your Booth By Offering The Incentive Of Your Choice!**  
[CLICK HERE TO FIND OUT MORE](#)

**Aircraft EXPO®**  
interiors AMERICAS

**Helitech**  
The event that unites the helicopter community

**Cannes Boat & Yacht Show**

**TRY THE EASIEST WAY TO SET YOUR SALES ON FIRE**

**babycad booth designer**  
Get yours for **FREE!**

**Featured Events**



**International Restaurant Show**

Show Type: Tradeshow with Conference  
Las Vegas Convention Center  
June 27, 2010 - July 1, 2010

**Cannes International Boat & Yacht Show**

Show Type: Tradeshow  
Rue Emile Negrin Cannes  
Aug 2, 2010 - Sept 13, 2010

**Aircraft Interiors Expo Americas**

Show Type: Tradeshow with Conference  
Long Beach, California  
Sept 14, 2010 - Sept 16, 2010

**Helitech 2010 Portugal**

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

**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

**Embedded Systems Conference Boston**

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