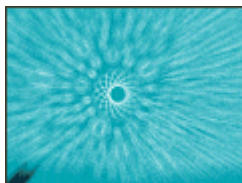




TSNN ExpoFiles Newsletter
Thursday, October 7, 2010

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Best Practices

A Winning Formula: Preparation + Technology + Exhibit Floor Time = Sales

By Roger B. Wilson, Jr.

When you are selling (not buying) at a busy show you run the risk of wearing out your welcome at a prospect's exhibit. But if you prepare carefully, focus on the people you can help the most, make good use of marketing technology and give people a clear reason to talk to you, the result can be quick sale. Learn about a nine step "winning formula" which can help you get there.



The Global Petroleum Show Attracts Close to 50,000 Attendees

[Learn More](#)

13 Common Trade Show Mistakes

By Mel White

What mistakes should be avoided but happen all too often at a show? Staying in the booth and not walking the floor. Not talking to competitors, suppliers and potential partners is an error to avoid. Too much partying instead of appropriate socializing and smart networking in the evening hours is a misstep. Cluttered graphics or a "giveaway" for the sake of a giveaway is often not thought through properly.



[Learn More](#)

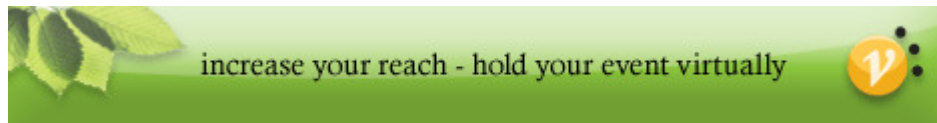
**Trade Show Strategy:
 Plan it like an expedition**

Trade shows can be an exciting adventure. The gold you seek is a new customer or qualified lead. Be ready and prepared for this journey – have your staff prepped, trained and outfitted for the mission. Make sure you have picked the right people for the trip and plan your targets in advance.





[Learn More](#)



Technology

Does my AV professional need to be a CMP, CSEP or...?

By Midori Connolly

Currently, there is one primary certification available to AV professionals that is recognized around the world and the only one accredited by the American National Standards Institute. When evaluating your AV professionals, what designations or industry affiliations should you be looking for?

[Learn More](#)



“The Year of Execution” in Washington DC, November 9-10, 2010

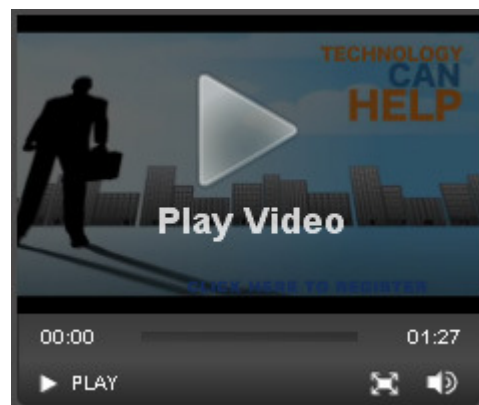
The premier educational event for technology buyers and sellers in the meetings industry

[Dax Callner – Opening Session](#)



Dax Callner has become a strategist ‘rockstar’ with 12 years of experience developing marketing inventiveness for some of the world’s leading brands, including American Express, GE, eBay, MasterCard, Intel, Microsoft, Pitney Bowes, HP, Bloomberg, U.S. Census Bureau, Johnson & Johnson, Dell, JPMorgan, Columbia University and the National Parks Conservation Association.

Callner’s work has included the design of event marketing campaigns, digital initiatives, tradeshow strategies, street-marketing, user conferences and consumer activations. He





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has also led the strategy for global product launches for Microsoft and HP and has developed multi-channel marketing plans for a number of Fortune 100 brands.

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Meetings & Events

Why Face-to-Face Meetings are Important

A viewpoint about the value of face to face as opposed to virtual:

- Strengthening of bonds among team members
- Creation of a similar experience to build comfort among virtual team members
- Reinforcement of the importance of one's work-related roles and their implications on "real" people and other team members

Face to face meetings bring us closer together as people, and that makes it easier to work together in the future. Is it that simple? Really?

[Learn More](#)

How to develop a green communication strategy

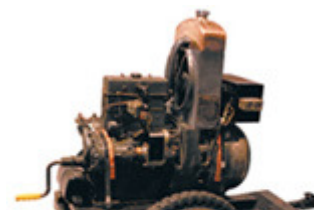
By Johanna R. Walsh

Green communications is a topic that opens up subjects such as social media, phone apps, attendee interaction and the ability to track ROI. However, the goal remains the same for a meeting planner – keep impressing the attendees with the latest and greatest. Many of these tools inherently make a conference greener (less paper/printing, slicker and more power efficient technology) while increasing attendee engagement.

[Learn More](#)

Trade Show History

Reaching back in time can sometimes help the future. Some companies forget that looking back at their history can be an effective way of positioning



themselves as trusted, time-honored supplier. That's one reason why Kohler Co. dedicated a small portion of its booth at the 2009 International Builders' Show to its company history, creating an in-booth corporate museum – what a great idea!



[Learn More](#)



What's Happening on TSNN?

An "Excellent Event" & You are Cordially Invited...

The first annual [TSNN Event Excellence Awards Dinner](#) (happening on the evening of Wednesday, 11-10-10) was created to celebrate the growth, innovation and achievement that exist in our industry. Every day, show organizers work to promote their events, launch new ones and better serve their attendees and exhibitors by creating amazing marketplaces for commerce.

We will celebrate success in this first year by looking at growth and achievement for one show each in the trade, association and public trade show sectors – which will be announced soon – and all shows will then be invited to submit for recognition in 2011 and beyond based on criteria being developed.



The awards dinner is part of the MTO Summit and tickets can be purchased [here](#).



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Social Media

5 Ways to Integrate Stories Into Your Social Media Marketing

By Heidi Cohen

Steven Slater (JetBlue's flight attendant) who's high profile exit from the plane's inflatable rear exit chute garnered lots of coverage across a wide range of online and offline media platforms. Many people identified with Slater's "I-can't-take-this-job-anymore" approach and his actions in turn damaged the company's brand. However, Slater's story has lessons for social media marketers. It was a trending topic on Twitter and, since quitting his job, he has obtained over 200,000 fans on Facebook - an impressive number which many businesses will never attain. Like Slater, marketers need to create powerful stories that audience's wants to hear, engage with and share – but be careful with the message.

[Learn More](#)

Our LinkedIn Group is close to 3,500 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:

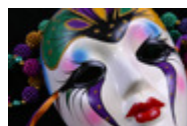
[What data is of most interest to trade show organizers?](#)

[Tweet with us!](#)

Submit your Tweets at #TSNN

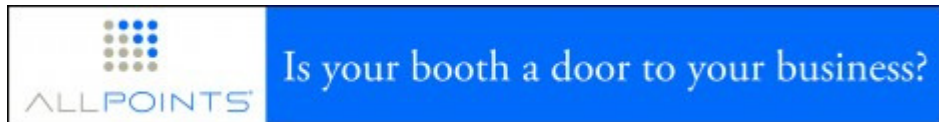
Have you attended a great event recently? **Do you have an announcement you would like us to Tweet about?** Let us know by e-mailing

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Marketing Education

How to Build a Target Persona

By Warwick H. Davies

Learn a quick and helpful tip from "The Event Mechanic." One of the 5 steps to long term success in social media is learning how to build a target persona to reach your buyer audience.

In order to be successful with social media you need to build an audience to whom you'll target your content efforts. These 'straw men' are called 'target personas'. And what exactly is a target persona and how do you develop them?

[Learn More](#)

"The Event Mechanic" will be speaking during the [Marketing Challenges Workshop](#) at the MTO Summit in DC on November 9, 2010.

Web Data Mining for Lead Generation

Join us on October 12th (1pm – 2pm EST) to uncover the tools and techniques event colleagues currently use to gather leads. This complimentary webinar highlights feedback from a recent survey uncovering the methods in which industry peers gain leads. Learn about effective lead gathering practices using the Internet data mining tools that exist today.



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Trade Show Giveaways

How to Get Your Tradeshow Giveaway in the Suitcase Home

By Jerry McLaughlin

Rising above the crowd on the trade show floor and creating a promotional item that your prospects will not only love at first sight but remember (and use) months after you meet can be a challenge. Following simple rules and keeping the phrase "useful" in mind can help.

[Learn More](#)

Job Postings

[Senior Trade Show Specialist](#)

[Marketing Specialist](#)

[Trade Show Event Coordinator](#)

[Marketing Coordinator, Solar](#)

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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

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**Featured Events**

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
Rosemont – Chicago, IL
November 7, 2010 - November 9, 2010

G2E- Global Gaming Expo

Show Type: Tradeshow with Conference
Las Vegas Convention Center
November 15, 2010 - November 18, 2010

IAEE's Annual Meeting & Exhibition

Show Type: Tradeshow with Conference
New Orleans, LA
December 7, 2010 - December 9, 2010

World Future Energy Summit – WFES

Show Type: Tradeshow with Conference
Abu Dhabi
January 17, 2010 - January 20, 2011

ECLAT De Mode

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

7th Int'l Hydrogen & Fuel Cell Expo

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

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](#), tsnn.com online editor.

For advertising and sponsorship opportunities on TSNN, please contact [John Rice](#) (617-201-7088).

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