



TSNN ExpoFiles Newsletter
Thursday, September 16, 2010

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Best Practices

How Exhibitors and Speakers Can Profitably Partner

Making every moment count at a trade show is the "name of the game" for most exhibitors (or it should be), otherwise why go through the trouble and expense to go? Forging partnerships with trusted colleagues and offering valuable "take away" content to an attendee is a smart way to engage prospective customers. Here is an inspiring case study which proves that theory...

[Learn More](#)



Technology

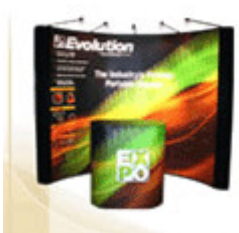
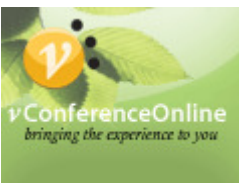
An Ironic Evolution: Virtual Events Revive Live Ones

By Brent Skinner, relationSearch partners

What do you gain while integrating the best of the old trade show tricks with some of the hottest new technology? The answer is a deeper vertical into an already traditional event. Throw social media efforts in there and you have a recipe for success – soon this business model will be mission critical to pulling off a fully integrated show.



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Recommended Event



2010 Washington, DC - The Year of Execution; November 9-10, 2010

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

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MTO Summit is for the buyers and users of the next generation exhibition tools: show owners, association executives, corporate meeting planners, marketers, and exhibition strategists, people who have experiences to share and a passion





for learning - the hot new thing, lessons from failures, innovations and inspirations, and the practical applications of all of the above.

Conference and Event Tips

How to make your event out of this world

Thinking “outside the box” on a location to host an event can attract attendees in a whole new way. Offering fresh and exciting visuals can add a little extra to the experience. For example, the idea of luring guests to catch a first hand glimpse of a fighter jet while dining can add more flavor!



[Learn More](#)

ROI Measurement — It's Importance to the Future of Meetings & Events?

By Michael McCurry

Learning the benefit of digger deeper while analyzing the bottom line is a smart change that has morphed out of this recent recession. Taking a closer look at outcomes such as learning, application and the business impact have become a crucial management objective.

[Learn More](#)

10 Why's About Conference Education

By Jeff Hurt

Questioning established conference education methods is a healthy habit. For instance, why do most conference meal functions serve as a platform for our conference sponsors and advertisers at the expense of our participants' learning? Or why do we allow committees to select content and speakers for our annual meetings?

[Learn More](#)

What's Happening on TSNN? – A Survey and Webinar; Join us its worth it...

Help us to help you –

Provide your feedback on MeetingTechOnline's [Web Data Mining for Lead Generation Survey](#) (less than 10 mins.) and we will relay the results back to you in a live webinar offering tips and tools.

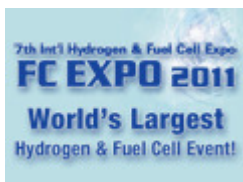


This effort is aimed at gathering information about your meetings and events technology issues and concerns.

To show our sincere appreciation for your valuable feedback and time for

Find out more
>>>

5-7 OCTOBER 2010
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DISPLAYS
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[completing the survey](#), you will automatically be entered in our MeetingTechOnline giveaway for a **chance to win an iPad**.

As previously mentioned, the results of this survey will be presented in a future [Meeting Tech Online Webinar Series: Web Data Mining for Lead Generation](#) on Tuesday, October 12 at 1pm EDT.

Social Media

Fire Your Marketing Manager & Hire A Community Manager

Do you believe that most companies will eventually have the need to hire or contract with a community manager? Have they already? A recent *BusinessWeek* article called "[Twitter Twitter Little Star](#)," describes social media as a booming industry which has caught the attention of corporations everywhere - it suggests the role of a "social media director" and what that person should do.

[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:

[Are Trade Shows a Bad Investment?](#)

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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

Nine Ways to Sell Social Media to the Boss

By Ekaterina Walter

As Doug Frisbie (Toyota's National Marketing Manager) so wisely put it, "The price of inactivity is greater than the risks of anything we'd be doing in social media." So why do some executives still fear this channel? Take a close look at some common reasons and how to make effective use of these widely adopted tools.

[Learn More](#)

Marketing

What Is Marketing? How 10 Experts Define It

By Mike Thimmesch

Customers – and how we treat them (whether they are new or existing ones) are at the core of defining the word “Marketing” along with the role it plays in business. Need a refresher on how the experts like Peter Drucker, Regis McKenna and Jay Conrad Levinson define it?



[Learn More](#)

What's the News about Tradeshow Exhibiting?

As a way to share some current trends, have a look at what this exhibitor experienced at the recent TS2 show in Boston. Social Media on the trade show floor was a feverish topic, The InZone — a 40' x 40' space dedicated to gathering, entertaining and educating an interactive “hybrid” audience was made up of tradeshow attendees and those who watched through video feeds while participating via Twitter and other online communities.

[Learn More](#)

Trade Show Giveaways

Create Business Buzz With a Bigfoot Sighting

How did a guy in a Bigfoot costume generated hundreds of leads?



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Job Postings

[Tradeshow Sales Assistants](#)

[Tradeshow and Event Coordinator](#)

[Tradeshow Project Manager](#)

Featured Vendors & Venues

[Adjuvant Expos](#)

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ExpoCad

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630-896-2281

GES Exposition Services

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Las Vegas, NV 89119
702-263-1500

Las Vegas Convention and Visitors Authority

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Meeting Tomorrow

4433 N. Ravenswood Ave.
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ECLAT DE MODE THE FASHION SIDE OF JEWELLERY **The international event for fashion jewellery**

7th Int'l Hydrogen & Fuel Cell Expo FC EXPO 2011 **World's Largest Hydrogen & Fuel Cell Event Mar. 2 - 4, 2011, TOKYO, JAPAN**



Banner Stands

Featured Events

[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
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

[National Pavement Expo West](#)

Show Type: Tradeshow
Las Vegas Convention Center
December 9, 2010 - December 11, 2010

[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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