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Thursday, June 16, 2011

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Basis for Business



Trends, Tactics & Best Practices



Three "Myths" about Trade Show Success

By Bob Milam

Are there myths and legends in our industry that people still cling to? The factors which are most critical to success as an exhibitor are not always what trade show professionals spend time worrying about. Contrary to popular belief, "myths" like overall show attendance, location on the trade show floor and a busy booth aren't super important to your success.

[Learn More](#)



How To Build A Great Pre-Show Promotions List

By Mike Thimmesch

Did you know the average attendee only visits about 20 booths – while the average trade show has about 400 exhibitors? Building a solid list for your pre-show promotions takes effort, but is worth it. Getting names from one or more of these sources helps: The show organizer (best option), your previous leads from that show, your marketing database and from your sales people.

[Learn More Tips](#)

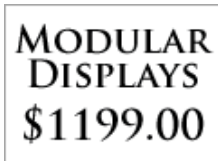


Compare your Results to "Trade Show Trends"

By Robyn Davis

How do your trade show efforts (relating to costs, quality, potential, and reputation) compare to the competition? This article, discusses some of the statistics recently published in Exhibitor Magazine and provides actionable steps to help you personalize (then improve) your results.

[Learn More Tips](#)



Technology "Talk"

Technology Interview with Jason McGraw





from InfoComm

Jason encourages technology vendors to work closer together to develop best practices in order to meet attendee challenges.



[View Here](#)

Livestreaming – Interview with Mike McAllen

By Cece Salomon-Lee

View answers to inquisitive questions presented to Mike (who has staffed, managed, and produced conferences, videos and media projects for Fortune 500 companies.) “Livestreaming has been a hot topic recently. With Ustream announcing an app for Facebook and YouTube offering livestreaming, how do you think this will impact how meeting and event planners use this technology for their events?”

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Looking for a LinkedIn Group that combines the Trade Show Industry along with Technology?

The “MeetingTechOnline” group is a community portal established to provide technology information through research and reviews for the meetings industry. MTO brings together buyers interested in the latest innovation with suppliers seeking to provide education about their products and services.

[Click Here](#) and get involved by joining today!


What's New on TSNN?

Our 2nd Annual T-Awards Gala – Celebrating Event Excellence!

Save the Date: 1st weekend in November.....coming to D.C.

[View Video coverage](#) from our last year's inaugural event where growth, innovation and achievement were honored!

Did you know TSNN is on Facebook?

 [Click Here](#) to see what's happening!



Marketing Help

PR and Social Media – Optimize Trade Show Investment

By Jean Ban

Go to your next show with something “new” as a platform for messaging. In other words, keep it fresh. Several months ahead you can identify what this “new thing” will be. Maybe a new product, a new facility, a brand extension, even a new operational initiative around a hot topic like “green” or “sustainable.” It can be something as simple as a new contest or promotional event at your booth. Building this “new” message into pre-show announcements on your website, e-mailing it to your own distribution list and complimenting it with press and social media efforts can gain maximum benefits.

[Learn More](#)

Social Media Insight

Diets Start on Monday

By Chris Brogan

Having nearly 200,000 followers on Twitter isn't Mr. Brogan's problem. Trying to actually build strong and meaningful connections all over creation is a problem - and he wants to make sure this is clear. According to Chris - it is one thing connecting and getting ambient connectivity; it is yet another thing trying your hardest to satisfy the intentions and wants of everyone who can reach out via digital means.

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TSNN's LinkedIn Group is loaded with valuable news and discussions.

[Joining TSNN's LinkedIn Group helps you stay connected and informed.](#)

Add your thoughts to this current discussion: [How to Increase Your Chances of Winning Best-of-Show Awards](#)

Facebook Fatigue Sets in for Six Million Americans

By Daniel Bates

Users are bored with Facebook and are deactivating accounts amid privacy fears. Are you tiring of social networking activities and logging off facebook too? If so, you are not the only one - six million Americans are said to have deactivated their accounts last month. “Facebook fatigue” seems to be spreading. Figures show one hundred thousand logged off for good in the U.S.



Worldwide reach: The map displays links between Facebook friends as lights on a deep blue background.

[Read More](#)

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recently? **Do you have an announcement you would like us to Tweet about?** Let us know by e-mailing Arlene Shows at: ashows@tarsusus.com

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Trade Show Giveaways

Giveaway or Garbage?

By Lisa Apolinski

Prior to your next show brainstorm with multiple giveaway vendors to ensure your promotion dollars are well spent and thought out. Have each vendor come in and present not only the go-to items you have used in the past, but new items that are coming into demand. Some may be very trendy and seasonal but this should not matter - if they have worked for even one show, they may be a wise choice. Try to not get into the 'this is what we used last year and the year before that' situation. Resting on your laurels, whether it is for booth design, themes or giveaways is ill advised.

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Work Culture and Job Postings

3 Tips for Hiring Great People

By Carolyn Hughes, VP of People, Simply Hired

Paying a high salary and offering a solid benefits package will not keep the right employees around for long. However, if a positive workplace is created, then the right people will be attracted. Employees who believe in the company mission statement can help ensure employee retention. Here are 3 ways you can better source truly great people for your company.

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[Click Here to Visit TSNN's Job Board](#)

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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

The Donald E. Stephens Convention Center

5555 N River Rd.
 Rosemont, IL 60018
 847-692-2220



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Modular Displays

Featured Events

[F&B at G2E- Global Gaming Expo](#)

Show Type: Tradeshow
Las Vegas Convention Center
October 3, 2011 – October 6, 2011

[THE Recruiting Conference](#)

Show Type: Tradeshow and Conference
InterContinental Chicago O'Hare
November 1, 2011 – November 3, 2011

[VISIONS: The Women's Expo](#)

Show Type: Public Show
Dallas Market Hall
September 24, 2011 - September 25, 2011

[2011 MRS Fall Meeting & Exhibit](#)

Show Type: Tradeshow with Conference
John B. Hynes Veterans Memorial Convention Center
November 28, 2011 – December 2, 2011

[Expo! Expo! IAEE's Annual Meeting & Exhibition](#)

Show Type: Tradeshow with Conference
Las Vegas Convention Center
December 6, 2011 – December 8, 2011

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's Marketing Manager.

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

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