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TSNN ExpoFiles Newsletter
Tuesday, March 8, 2011

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Basis for
Business



Trends, Tactics & Best Practices



Trade Show Planning Timeline

Utilizing a trade show planning timeline in order to maximize results is advisable. For example, a year out you should research and identify which events you will attend based on target reach and opportunity. Then registering and reserving your space with the event sponsor and requesting full details on exhibit requirements helps to stay organized and yield high returns.

[Learn More](#)



Ten Trade Show Exhibit Best Practices

By Darrell Zahorsky

After the economic conditions we just endured we are left wondering, is now a good time to spend on a trade show exhibit? Regardless of financial conditions or competitive landscape, there are many tactics a small business can use to ensure a winning trade show. This guide - designed with small business information in mind is loaded with the ten best trade show exhibit tactics.

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Technology

MTO Summit Chicago Is Place to Be for Event Technology

By Rachel Wimberly

**POP UP
TRADE SHOW
DISPLAYS
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Tarsus Advon's MTO Summit Chicago (www.mtosummit.com/Chicago), on tap March 21-22 at the InterContinental Hotel in Chicago, is shaping up to be a can't-miss event for show managers and meeting planners who are looking for innovative technology solutions and education to solve their technology challenges. To see who's already signed up...

[Learn More](#)

**VISIONS
THE WOMEN'S
EXPO 2011**
HYATT CONVENTION CENTER AT LAS COLINAS
APRIL 8-10, 2011

Top Tips for Keeping Your Event Tech Savvy

The tech industry continues to evolve, often times by the second, and opportunities to create and expose your audience to fresh ideas will be a constant challenge. Some of the ways you and your company can stay ahead of the curve are by utilizing an iPad, live blogging, videos and mobile applications.

[Learn More](#)

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Five New Rules for Trade Show Technology

By Susan A. Friedmann, CSP, The Tradeshow Coach

In this informative article Susan focuses on five rules to help leverage technology and benefit your trade show success. One way is realizing that "Online is not an add-on" and another is "Accessibility is key" along with "Making your message move and speak."

[Learn More](#)

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Trade Show History

Exhibitor Magazine shares the wonderfully interesting *Trade Show History* Photo gallery, with over 100 vintage, captioned photographs from 1854-1983, showing the evolution of our industry and how far we have come.



1939 Automotive Service Industries Show



1930 World's Poultry Congress



1932 National Association of Retail Druggists

[See More Historical Photos](#)

What's New on TSNN?

A Trade Show Survey... An iTouch as a bonus!

Since the ongoing question in the minds of Show Organizers is usually "Are our Exhibitors really satisfied?" and "Will they return to our next event?" We were wondering if Show Organizers have underestimated the importance of new business opportunities. Let's face it, if so then Show Organizers will have a difficult time with their own bottom line. This leads us to the need for quality intelligence on the matter. We have created a 5 minute survey for Exhibitors and Trade Show Organizers to offer feedback on the key issue of lead generation. We will give away an iTouch to one lucky winner when we share the survey results in a live webinar on 3-31-11.



Need Quality
Lead Intelligence?



Want an iTouch?
Take our 5 min survey

[Click here to take the survey](#)



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Making words go further

Marketing Insight

Five Tradeshow Marketing Trends for 2011

By Jonathan Edelman

There seems to be several interesting tradeshow marketing trends that are headed our way (or have arrived) and will continue to show strong growth in 2011. After a few rough years when the economy was flagging, this year's consumers and business owners are cautiously optimistic and putting more money into convention marketing in hopes of jumping on board a new spending and investment movement. Which tradeshow marketing trends will perform best in 2011? Here are five important changes in the world of tradeshow attractions and conventions marketing that are worth looking into deeper.

[Learn More](#)

Social Media

Social Media Tips from Kodak

Learn firsthand from the giant photography company why social media is being used every day to improve business and keep in touch with customers. This helpful guide (which Kodak so generously shares) focuses on lessons they have learned and tactics all of us can engage in everyday to improve our customer experience and have fun at the same time! (Great photos included too – of course!)

[Learn More](#)

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: [Does your company charge travel costs associated with trade shows to your trade show budget or to a travel budget?](#)


[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 Arlene Shows at: ashows.tarsus@gmail.com



...where the global commercial aerospace and civil aviation business community meets in Asia

March 08-10, 2011
AsiaWorld-Expo
Hong Kong





Is your booth a door to your business?

Trade Show Giveaways

Seven Tips for Effective Tradeshow Giveaways

When thinking about tradeshow promotional advertising, ask yourself important questions before purchasing your giveaways. For example, What are you trying to achieve with your giveaway item? Your giveaway items should be designed to effectively and clearly promote your message. The item itself should also fit well with your line of business or the message conveyed.

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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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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

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



Pop Up Displays

Featured Events

The Visions Woman's Expo

Show Type: Public Show
Irving Convention Center at Las Colinas
April 8, 2011 – April 10, 2011

NAB 2011 – National Association of Broadcasters

Show Type: Tradeshow with Conference
Las Vegas Convention Center
April 9, 2011 – April 14, 2011

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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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