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**TSNN ExpoFiles Newsletter**  
**Thursday, May 19, 2011**

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up to date

Basis for  
Business



## Trends, Tactics & Best Practices



### Why Video Is a Perfect Fit for the Trade Show Industry

By Rachel Wimberly

If there's one industry that is an absolutely perfect fit for video – it's the trade show industry. After all, if you were a prospective first-time attendee and on the fence about whether or not you wanted to take the time and money to travel to a show – wouldn't seeing a well-made video of all there is to offer at the show be a great sell?

[Learn More](#)



### Have You Noticed The Price Of Gas? 3 Tips to Reduce Trade Show Shipping Costs

By Mark Taylor

Our industry has seen a dramatic rise in trade show transportation costs due to the high cost of crude oil and gas prices (and it hurts the bottom line!) But what can we do about it? To help keep transportation and show site costs under control it is advised to ship your display early and to offer your company collateral on a USB drive instead of a printed version.

[Learn More Tips](#)



### Specificity: A Weapon of Mass Effectiveness

Being specific can make sales pitches, proposals, blogging and marketing copy more powerful, more interesting, and even entertaining at times. For example, taking the time to convert generic words into specifics ones gets the job done while making your point clear (and more effective!)

[Learn More](#)



**If you want a convention destination like no other,**





## Technology Precautions & Advances

### Data on the Move at Risk

A [survey released by U.K.-based Origin Storage](#) has found forty-one percent of what should be a security-savvy audience is carrying sensitive, unprotected information on mobile devices. Smartphones, laptops, and other devices could put the security of company's network at risk. In the survey, nineteen percent of respondents said their organization had suffered a data breach following the loss of a portable device. An additional fifty – four percent said the device had not been encrypted. Educate yourself on protection and keep company secrets safe.

[Learn More](#)

### Top Technology Advances for Trade Shows

Take a look at some of the technology advances that are playing a significant role in today's trade show world. These savvy tools can provide your company with competitive advantages and can go a long way towards helping achieve trade show objectives.

[Learn More](#)

### Looking for a LinkedIn Group that combines the Trade Show Industry and 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!



## International Business

### 15 Things You Didn't Know About Going Global

By Fredric Paul

Some of the hottest topics discussed lately centers around the potential of globalization and the opening of new markets along with the opportunities for entrepreneurs, startups, and small businesses. A recent conference surrounding this issue was presented by Stanford's Pre-Business Association and attendees heard directly from successful entrepreneurs and investors about the power of

that potential. However, turning that opportunity into reality can be a more difficult challenge than most entrepreneurs expect.

[Learn More Tips](#)

## What's New on TSNN?

### A DataSite – Listing The Top 250 US Trade Shows in 2010

[Click Here](#) to see who ranked in the Top 250 US Shows for 2010

### Obtain Complete Information on the Top 250 US Trade Shows

Whether you are an exhibitor looking for new opportunities to showcase your brand or product or a supplier wanting to reach out to a marketplace that would benefit from what you have to offer...Why spend time searching around multiple locations for the information you want when TSNN has already done that for you?

[Click Here to Learn More](#)

## Asia Exhibition News

A new (and free) in-depth trade show e-newsletter covering the Asia-Pacific Region is available.

Want to see the first edition? [Read it Here](#) and [Sign up Today](#)



## Marketing Help

### Update Your "Contact Us" Page

By Thompson Morrison

A few simple changes to your "Contact Us" page will improve the chances your customers will actually use it. Customers want to be heard, and your business will benefit by listening to them. A couple of simple (and smart) updates will improve the chances that visitors will either submit a contact form or get the information they need if they prefer not to submit one.

[Learn More](#)

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## Social Media Insight

### Google Gets Emotional When Telling Stories ... And So Can You

By Gavin Heaton

Technology companies succeed when they focus on removing the barriers to participation. They succeed when they begin to take a different path – one we can relate to. Here is a guide we can all learn from. For example, think about how you can you tell your business “social story” in a real way. How do you articulate the experience that is beyond words? It’s time for us all to change the game.

[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: [Trade Shows as First Dates... Why do so many trade show exhibits stink and so many trade show booth staffers stink even more?](#)

### What Is the Most Important Social Media Metric?

The most critical metric you should track when engaging in social media marketing is sales. Are you growing your business? "The things you are doing in social media will lead up to that," says David Meerman Scott, HubSpot’s Marketer in Residence. In the episode that follows of the Weekly Marketing Cast, this topic of social media measurement is analyzed.

[Learn More](#)

### Speed is Sexy

By Tim Patterson

If you’re at a show and see a tweet from someone else at the show that you can respond to with something helpful or valuable, don’t wait. Respond and quick! The reason you ask? The first one to react can be the winner. The prize: A sale.....

[Learn More](#)

[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@tarsusus.com](mailto:ashows@tarsusus.com)

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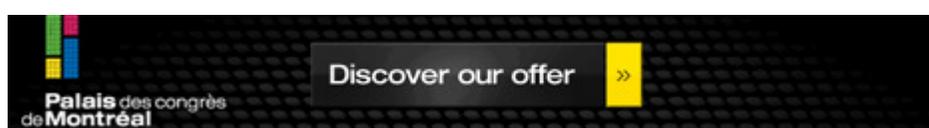


## Trade Show Giveaways

### Avoid These Mistakes with Tradeshow Promotional Items

Where do promotional product plans go wrong? When exhibitors spend their money on trade show giveaways and not repetitive message senders. What is the difference? If your prospect has a re-usable product, your company gets seen over and over again. The result? Your cost per impression goes down and your return on investment goes up. Retention is the key to maximizing effectiveness. Would you like to see more pitfalls to avoid?

[Learn More](#)



## Careers and Job Postings

### Is Your Job Worth the Stress?

By Miranda Marquit

When deciding whether or not your job is worth the trouble and stress, there are a few things to consider: Pay (this is the biggest one) benefits, autonomy and schedule are lifestyle factors which play an important role in the formula too.

[Learn More](#)

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



## 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  
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**[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



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## 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 29, 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

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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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