



TSNN ExpoFiles Newsletter
Thursday, December 2, 2010

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Tips, Tactics & Best Practices



Are You Ready for the Third Era in Presenting?

By Olivia Mitchell

There is a new era of presenting evolving from the podium which has a deeper concentration and focus on the audience. This “third era” of public speaking will be a heavier challenge for most speakers because it requires a fresh attitude. To learn how this new method has emerged take a look at the first two eras of presenting and why things have changed.



[Learn More](#)



Confuse or Lose: 3 Keys to Avoid Trade Show Confusion

By Susan Friedmann, “The Trade Show Coach”

When the brain is presented with “information overload” it gets confused and has a tendency to shut down. When an exhibitor has a booth full of “stuff” their potential customer can be overwhelmed and move on to the display next door. Learn how to avoid key mistakes and customer confusion by viewing a case study (with valuable advice) direct from the trade show floor.



[Learn More](#)



Event Secrets Revealed – A Free & Helpful Guide



**THE SECRET TO ACHIEVING
 BRILLIANT RETURNS AT
 YOUR NEXT EVENT: A GUIDE TO
 MAXIMIZING YOUR ROI AND ROO**



2010 EDITION



BY JOYCE MCKEE



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Technology

Infographic: How Adults Use Mobile Phones

According to the latest information released from “Flowtown”, adults are using mobile phones in interesting ways. For example, did you know 90% of 18-29 year olds sleep with their mobile phones? This statistic indicates the connection between a person and their phone is a very powerful one. Marketers who want to communicate a message can land one on an awakening ear come daybreak. Another interesting tidbit of information notes that 18% of 18-24 year olds send over 200 text messages per day.

[Learn More](#)

Recommended Upcoming Event:

The [Virtual Edge Summit](#) happening in Las Vegas, January 12-13, 2011 is the only event that provides marketing, meeting and learning professionals with the opportunity to learn first-hand from the most experienced producers of virtual events, meetings and online communities.

MGM Convention Center Las Vegas
January 12 & 13

Communications coach teaches how to make effective virtual presentations

As virtual elements are added to physical trade shows, it's becoming increasingly important that speakers know how to present to both audiences simultaneously. Communications coach, Carmine Gallo, helps executives from some of the world's largest brands do just that. The secret, he says, is thinking differently about how to create a visual story. PowerPoint slides should complement, not dominate, a virtual presentation. Other tips from Gallo:

- Nothing but data-packed slides is boring



- Use tools that allow real-time questions from the audience

[Learn More Tips Here](#)



Meetings, Conferences & Events

Transparent Pricing

By Tony from "CrowdVine"

Have you ever asked yourself "What is the number one change that would benefit conferences and events?" Others have, and they have started an informative and thought provoking dialogue surrounding this issue. Some topics that arose were "Why are things so expensive?" and "Why are so many conferences reinventing the wheel?" Some answers seemed obvious, like perhaps this industry employs too many people working in sales roles. Do you agree or have an opinion?

[Learn More](#)

Holiday Wish #1: Bring me a Destination That....

By Shawna McKinley

If you are a venue trying to attract business or if you are a customer oriented Convention and Visitors Bureau then chances are you want to know what meeting planners and trade show organizers are looking for in order to choose your location. What sustainable features does your particular destination provide to make your location or city stand apart and rise above other choices?



What about an easy access convention core? Is walking an option for attendees or will they be forced to use shuttles? Why is this important? Because a 3,500 person event can cut \$60,000 in budget expenses by eliminating the need to shuttle attendees.

[Learn More](#)





Travel Tips

Meetings Indicators: Expectations for the Meetings Industry in 2011

By Katie Hollar

A recent study published in [Procurement.travel magazine](#) indicated that sourcing meeting space is the biggest potential savings area for planners. A second study, conducted by Professional Convention Management Association, American Express, and Ypartnership in April and May, also published in the Procurement.travel article, asked meeting planners about their expectations for the industry over the next year and a half. The study surveyed 505 professional meeting planners, 56% of which were association planners and 44% corporate, incentive, independent, and procurement specialists. Some of the results to note were: The number of meetings expected for 2011 went up 24% from 2009 and on average, respondents expect to pay \$3,500 in cancellation fees for meetings booked in 2011. This is compared to \$7,600 in 2010 and a whopping \$81,000 in 2009.

[Learn More](#)

Social Media

Social Media Exposure: Better Than Ads and Cheaper, Too

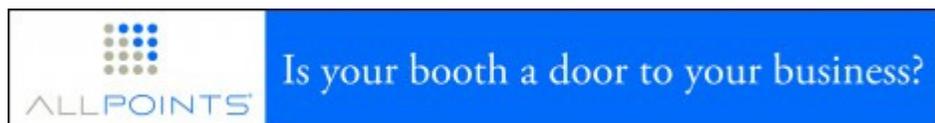
Why socialize? Because it is powerful and influential. According to *Nielsen, Global Faces & Networked Places, 2009*; 67 million Americans used online social-networks during 2008 (and this statistic is growing.) Also because 2/3rds of the global internet population visit social networks and while 14% people trust ads, 76% people trust consumer recommendations.

[Learn More from this catchy video](#)

We have over 3,500 members in our valuable LinkedIn Group! Are you Included? [Joining TSNN's LinkedIn Group helps you stay connected, reach out today!](#)

Add your thoughts to this current discussion: [What are your challenges with international trade shows?](#)

[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 dbushmakin@tarsus.com



Trade Show Giveaways

Benefits of Promotional Products to Your Business

By Mica Galleb

Wikipedia defines Promotional Products as the company or business' "articles of merchandise that are branded and used in marketing and communication programs. They are given away to promote a company, corporate image, brand, or event." Business group Inc. on the other hand defines promotional product as "a low-cost item bearing a printed advertising message, and/or the company's name, address, and telephone number, given freely without condition of purchase." But a recent study released from PPAI has once again proven this advertising tool as beneficial in many enduring ways.

[Learn More](#)

The Season for Corporate Gift Giving is Upon Us... [Check Out These Classy Ideas:](#)

Sojo America - [Men's gift set](#) includes keychain, ball pen and name card holder in wooden box. **\$8.47** and Up.

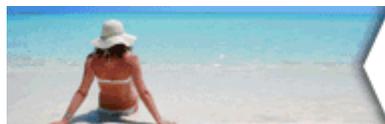


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Marketing Insight

An Insightful Conversation with Joe Fabiano, VP, Technology Marketing Corporation

Trade show strategies are forever evolving but their relevance in business is just as vital as ever. According to Joe Fabiano's experience and recall "In 2004 there were a lot more parties – as many as five a night – with lots of choices where you could meet industry professionals. In 2010 most of the big parties are going away since there is a new sensibility in business. The companies that used to throw the huge parties are now just taking clients out to a nice dinner – and capturing more ROI for their presence at industry events."

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Job Postings

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[Conference Producer](#)

[Exhibit Space Sales Executive](#)

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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](#)

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La Mesa, CA 91942
1-800-619-6101

Exhibit Resources

7521 Exhibit Court
Raleigh, NC 27617
919-832-4700
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

4433 N. Ravenswood Ave.
Chicago, IL 60640
1-877-633-8866

Morgantown Event Center

Three Waterfront Place
Morgantown, WV 26501-5958
304-581-2810

Promotions Depot

P.O. Box 672
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The Donald E. Stephens Convention Center

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

vConference Online

Virtual
520-760-2400

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



Pop Up Displays

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Featured Events

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

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

[International CES 2011](#)

Show Type: Public Show
 Las Vegas Convention Center
 January 6, 2011 - January 9, 2011

[World Future Energy Summit – WFES](#)

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

[ECLAT De Mode](#)

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

[Las Vegas International Garden Expo](#)

Show Type: Public Show
 Las Vegas Convention Center
 February 15, 2011 - February 17, 2011

[7th Int'l Hydrogen & Fuel Cell Expo](#)

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

[NAB 2011 – National Association of Broadcasters](#)

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

Event Organizers seeking more ideas on best practices for their events can access TSNN's newsletter 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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