



TSNN ExpoFiles Newsletter
Thursday, June 3, 2010

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Location Smart

Best Practices

Exchange Value for Leads

By Chris Brogan

When an event runs webinars leading up to the main event, we all know that the goal is to get more names for the email database, or more leads to hand to exhibitors. The attendees of such webinars know (at least the savvy ones) that they'll receive more email from people pushing something on them in exchange for attending the webinar. But does it have to be so fake?



[Learn More](#)



Technology

4 Ways to Become a Better Virtual Event Host

By Leesa Barnes

Searching for a solid "Host Guideline Checklist?" Helpful tips on how to host a virtual event successfully, (especially if it the first time) can be a priceless tool for your back pocket. One of the biggest success tips offered is not to facilitate the sessions as a host and manage customer support issues at the same time.

[Learn More](#)



Industry Updates

Former Tradeshow Week Execs Join TSNN

The Trade Show News Network (TSNN) media site announced that former Tradeshow Week Director of Global Sales and Business Development, Michael Jortner, and former Senior Editor, Rachel Wimberly, have joined TSNN to broaden the range of product offerings and provide editorial direction for the TSNN.com Web site. The addition of Michael and Rachel to TSNN will enable us to further fill the industry void left after the closure of Tradeshow Week. "Rachel will continue to deliver the immediate news and quality content our industry depends on. Michael's familiarity with the key players in the trade show





community will enable him to develop the TSNN brand and offering that meets the needs of the buyers and suppliers," said Stephen Nold, President, Tarsus Advon.

[Learn More](#)

Chicago Labor Bill Signed Into Law

By Rachel Wimberly

Despite Ill. Gov. Pat Quinn's amendatory veto that called for revisions to Senate Bill 28, which was introduced by the Metropolitan Pier and Exposition Authority and called for an overhaul of labor at Chicago's McCormick Place and Navy Pier, the bill was enacted into law by the Ill. General Assembly.



[Learn More](#)

What's Happening on TSNN?

A Complimentary Webinar...

TSNN and Joyce McKee from ["Let's Talk Trade Shows"](#) present

"Trade Show Follow-up: The Ultimate Competitive Edge"

Wednesday, June 23, 2010 12:00 PM - 1:00 PM EDT

This informative webinar will cover:

- Misconceptions about effective lead follow-up
- Processes, plans and pitfalls in lead follow-up – regardless of company size
- Case studies from companies who are turning trade show lead management into a significant competitive advantage, including learning lessons from their mistakes
- Lead follow up collaboration tactics between marketing and sales
- Strategies to gain support from your CEO and CFO to fund your lead follow-up efforts

[Register Here](#)

Social Media

Restaurant Show Has Stroke of Genius

By Rachel Wimberly

Social media, slowly but surely, has started permeating every corner of the meetings and tradeshow industry. Adoption hasn't been as fast as in other business sectors, but show managers are beginning to understand that, particularly for an industry that caters to people connecting to each other, social media is starting to take center stage.



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Joining will help you network and stay informed with knowledgeable Trade Show Industry professionals like yourself.

Connect, learn and grow!

22 Educational Social Media Diagrams

From Hubspot

It is natural for each of us to learn in different ways. Social media marketing has a multitude of moving parts and processes which make it difficult to stay on top of what's happening out there in our own industry. The challenge is compounded by the ever-changing nature of the market, in which new applications and opportunities arise daily. Visuals and diagrams can assist us in understanding how it all flows.

[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 dbushmakin@tarsus.com

Industry Interest

Fast-growing Windpower Show Expands Even More

By Rachel Wimberly

In the past few years, the American Wind Energy Association's Windpower Conference & Exhibition has grown in leaps and bounds. That trend continued when the show recently was held at the Dallas Convention Center, where it spanned more than 369,000 square, larger by 100,000 square feet than the year before. On the showfloor were 20,000 attendees and 1,393 exhibitors from 48 states and 22 countries, including Germany, Canada, Denmark, China and Spain. According to AWEA officials, these numbers establish Windpower as the largest energy industry tradeshow in America and the world's largest wind energy conference.



[Learn More](#)

Trade Show Giveaways

Promo Products Save Taxpayers Millions

As part of a massive awareness campaign, the U.S. government has reported spending \$22.7 million on Census-related promotional products, including mugs, T-shirts, hats, water bottles and pencils. In total, 62.5 million promotional items have been given away in the campaign, at an estimated cost of a quarter per product or a nickel per person. According to a Census official, using promotional items as reminders, instead of sending government representatives door-to-door, could save U.S. taxpayers up to \$85 million.

[Learn More](#)

Job Postings

[Tradeshow Marketing Manager](#)

[Marketing Coordinator](#)

MeetingJobs.com

TSNN has partnered with MeetingJobs.com to bring you the meeting industry's most comprehensive job search website. The goal is to more effectively put hiring officials and job candidates together. MeetingJobs.com posts between 40-60 new meeting planner jobs per month and receives between 7,000-9,000 hits per day from qualified meeting planners seeking open positions.

[Click here](#) to post your job or browse 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

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Boston, MA 02116-6501
617-867-8286

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Raleigh, NC 27617
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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

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Melville, NY 11747
1-888-776-6660

The Donald E. Stephens Convention Center

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

TWENTYth

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404-246-6659

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VISIONS THE Women's Expo  Saturday, August 28 | 10 a.m. - 6 p.m.
Sunday, August 29 | 10 a.m. - 5 p.m.
Dallas Market Hall | Dallas, Texas

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Aircraft interiors EXPO AMERICAS
14 - 16 September 2010
Long Beach | California

The event that unites the
helicopter community

Cannes Boat & Yacht Show
8-13 sept 2010

Featured Events

International Restaurant Show

Show Type: Tradeshow with Conference
Las Vegas Convention Center
June 27, 2010 - July 1, 2010

Cannes International Boat & Yacht Show

Show Type: Tradeshow
Rue Emile Negrin Cannes
Aug 2, 2010 - Sept 13, 2010

Aircraft Interiors Expo Americas

Show Type: Tradeshow with Conference
Long Beach, California
Sept 14, 2010 - Sept 16, 2010

Helitech 2010 Portugal

Show Type: Tradeshow
Aerodromo Municipal de Cascais

Oct 5, 2010 - Oct 7, 2010

TS2 2010

Show Type: Tradeshow with Conference
Boston Convention & Exhibition Center
July 13, 2010 - July 15, 2010

Financial Planning Summit for Accountants

Show Type: Conference
Sheraton Gateway Suites Chicago O'Hare
July 22, 2010 - July 23, 2010

Visions: The Women's Expo

Show Type: Trade Show
Dallas Market Hall
August 28, 2010 - August 29, 2010

Embedded Systems Conference Boston

Show Type: Tradeshow with Conference
John B. Hynes Veterans Memorial Convention Center
September 20, 2010 - September 23, 2010

18th National Quality Education Conference 2010

Show Type: Conference
Crowne Plaza Chicago O'Hare
November 7, 2010 - November 9, 2010

G2E- Global Gaming Expo

Show Type: Tradeshow
Las Vegas Convention Center
November 16, 2010 - November 18, 2010

IAEE's Annual Meeting & Exhibition

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

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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