



TSNN ExpoFiles Newsletter
Wednesday, May 19, 2010

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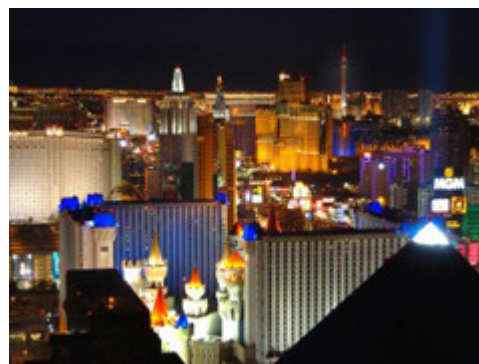
Industry Interest

Las Vegas Sees More Attendees in March

By Rachel Wimberly



After a long slide in the number of convention and meeting attendees coming to Las Vegas, March finally saw a turnaround, with 470,005 attendees coming to the city. This is compared with 446,588 last year; a 5.2-percent increase, according to the Las Vegas Convention & Visitors Authority.



[Learn More](#)



NY Businessman Implodes Own Business Based on the iPhone and a Book: Behind the Cloud by Salesforce.com

By Joyce McKee

Sometimes great ideas have the tendency to overtake a person and lead to obsession. At times these creative new ideas have been know to cause havoc within a current business model; to the point where it can implode the current business. That is exactly what happened to Lew Hoff at Bartizan.

[Learn More](#)



Best Practices

Get Some Publicity at Your Next Tradeshow

By Tim Patterson



One of the biggest advantages at a trade show is the opportunity for press coverage. Do some research and find out what media outlets typically cover the show then come up with a plan to showcase what you have to brag about. Getting organized and planning ahead has the potential to yield excellent





benefits. Who knows, you may get lucky and become a featured story in a magazine, newspaper, blog or website!

[Learn More](#)

Technology

What is Measured is Treasured! Why Your Tradeshow Needs Online Booths

By Dave Lutz

We all know that measuring ROI from tradeshow participation is like painting a moving car. Buyers are at various stages: awareness, consideration, preference and purchase. Often, it takes multiple touches to move buyers closer to purchase. Face-to-face interactions tend to either accelerate or better qualify the buyer's stage.



[Learn More](#)

Virtual Events 101: Tips For Creating Your Virtual Event Survey

A survey can be an effective tool after a virtual event is complete. This is especially true when your objective is constant improvement. Strategically aligning your survey questions to your overall goals and making it convenient for event attendees to complete it is crucial. Don't stop there; keep using surveys for subsequent events. This way each virtual experience gets even better and everyone involved leaves satisfied.

[Learn More](#)

Making Virtual Events More Effective as Marketing Channels for Live Events

By Michelle Bruno

There are a lot of excellent reasons to hold virtual events as complements to face-to-face events. What would be even better would be to get the formula right for using virtual events to drive traffic to physical events. Such a discovery would put the cannibalization issue to bed and pave the way for using virtual events as an exciting new marketing channel.

[Learn More](#)

Industry Updates

TSNN Announces Online Replacement for Former



Tradeshow Week 200 Database

The new TSNN DataSite™ research tool will drill down on the largest shows and will continuously be updated and available 24/7 online. A database of 12,000 events is available to the industry immediately. “TSNN was born on the Internet and remains the only complete census of the trade show industry. With this rich database, we can drill down on the top 500 shows. Since the closing of Tradeshow Week was announced, our phone hasn’t stopped ringing. Industry leaders have been calling on us to develop a replacement, and we feel that the TSNN DataSite is the perfect response to this continuing industry demand,” said R.D. Whitney, CEO of Tarsus Online Media (USA).

[Learn More](#)

Gaylord Opryland Resort & Convention Center: Flooded But Not Down!

The major flood in the Nashville area has the Gaylord Opryland scrambling to maintain business and keep their customers. The venue has handled this unfortunate situation with great skill, tact, and understanding of the frantic guests. It has drastically changed plans of conference planners, caterers, vendors, suppliers, and corporations.



[Learn More](#)

What's Happening on TSNN? (A lot!)

New Thought Leader Blog



Chris Brogan

President of [New Marketing Labs, LLC](#), and New York Times bestselling author of [Social Media 101](#). He writes about business and marketing at [chrisbrogan.com](#).



Dave Lutz

Is the Managing Director for [Velvet Chainsaw](#), a business improvement consulting company specializing in the convention & meeting industry. His company helps Associations improve their Annual Meeting and education. He writes for PCMA's Convene and is on the Education Committee for IAEE's Annual Meeting for the Technology track.

[What is Measured is Treasured! Why Your Tradeshow Needs Online Booths](#)



Michelle Bruno

Is the President of [Bruno Group Signature Events](#), and a writer, blogger, meetings and exhibition management professional.

[Making Virtual Events More Effective As Marketing Channels for Live Events](#)

**Stephen Nold**

President, Tarsus Advon and founder of the [MeetingTechOnline](#) web site and the MTO Summit technology conference. Nold serves as a consultant and speaker on event industry innovations.

**Rachel Wimberly**

Rachel writes Special Reports for Variety Magazine and previously wrote for Tradeshow Week, The New York Times Regional Newspapers and CNN Business News. She has Masters in Journalism from New York University.
[Las Vegas Sees More Attendees in March](#)

[Visit the Blog](#)

Social Media**Our LinkedIn Group has reached over 3,000 members!****[Joining TSNN's LinkedIn Group helps you stay connected, reach out today!](#)**

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

Connect, learn and grow!

Ongoing Discussion:**[Do promotional products really work at trade shows? Tell us about your experiences.](#)****LinkedIn at a Trade-Show or Expo?**

By John Lusher

What are the benefits of attending shows statistically speaking? Some facts to consider are:

- Trade Shows cost 38% less than sales calls.
- 85% of an exhibitor's success lies in the performance of the "staff".
- 79% of the attendees say that attending trade shows helps them decide what products to buy.
- 83% of attendees have some kind of buying power.

[Learn More](#)**Social Media Masters: Gary Vaynerchuk On How To Make A Splash**

Social Media Master Gary Vaynerchuk knows how small businesses can use the right tools to win new customers online. His history is something to be proud of. After taking over his parents' bricks-and-mortar wine shop in New Jersey in the

1990s he increased sales from \$2 million to \$60 million by 2008. A large share of that increased revenue came from Gary taking the wine-selling online. He blogged, tweeted, commented on forums and started a daily Web video show. The same tools Gary utilized in his success story are available to every business, but how did he master it?

[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

Trade Show Giveaways

ASI Announces Winners of 2010 Counselor Awards

The Advertising Specialty Institute announced the winners of the 2010 *Counselor* Awards, including Proforma's Greg and Vera Muzzillo as *Counselor* Person of the Year. The awards, chosen by editors of ASI's *Counselor* magazine, recognize outstanding individuals and companies in nine categories. At the ceremony, which took place at The Plaza in Manhattan during The *ASI Show* New York, *Counselor* also announced the Top 40 Distributors and Top 40 Suppliers rankings – the largest companies in the industry based upon 2009 revenue.

To learn more about each of the winners of the 2010 *Counselor* Awards [click here](#). To view the complete list of Top 40 Distributors and Top 40 Suppliers [click here](#). To see photos from the event, [click here](#).

[Learn More](#)

Sales Volume Study Shows Changes In Market

PPAI's 2009 study of distributor sales, released earlier this month, showed a number of significant changes in the marketplace. The industry experienced significant consolidation, while sales at larger companies were able to weather the economy at a better rate.

[Learn More](#)

Job Postings

[Sales Manager](#)

[Convention Sales Manager II](#)

[Tradeshow Marketing Director](#)

[Tradeshow MarComm Project and Process Owner](#)

Tradeshow Manager

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

Two Copley Place, Suite 105
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617-867-8286

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Creative Marketing Incentives

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

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
Melville, NY 11747
1-888-776-6660

The Donald E. Stephens Convention Center

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

TWENTYth

340 Hamilton Park Dr.
Roswell, GA 30075
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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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DECEMBER
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[CLICK HERE TO FIND OUT MORE](#)

Featured Events

International Restaurant Show

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