



TSNN ExpoFiles Newsletter
 Wednesday, May 5, 2010

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Location Smart

Donald E. Stephens
 Convention Center
 Rosemont

Industry Interest



Being an Observer: TSEA's Red Diamond Congress

By Joyce McKee

TSEA and Margit Weisgal are on a "mission of change." In recently released videos Margit focuses on TSEA's Red Diamond Congress and a string of abuses exhibitors have faced with service contractors and show organizers. Is the economy partly to blame here? Keep your eyes open for a White Paper "wrap up" from TSEA in the weeks to follow this controversy.

[Learn More](#)



Marketing Best Practices

How Can Your Organization Plan for Political Boycotts?

How can marketers, business owners and managers plan for an unexpected hurdle like a boycott? This concerted action against an organization can really stir things up and have a devastating effect on a localized economy.

[Learn More](#)



South Carolina CVB's Promotional Strategies in Lenox Mall – Can They Translate to Tradeshows?

What does a person harnessed in a parachute, a speedboat with a driver and a set of pretty realistic looking mannequins para-sailing down the main stretch of a mall have in common? The answer is an impressive marketing team with a message of creative engagement. This strategy has the ability to transfer to the trade show floor.

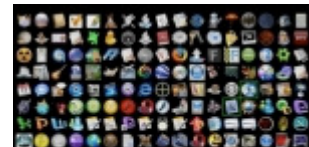
[Learn More](#)



Technology

Inspiration for Your Shiny New Event App

Intelligent and creative phone apps are becoming increasingly popular in the event industry. Have a look at a highlighted list of user friendly additions which





have made it easier to navigate a variety of shows.



[Learn More](#)

Attendee Interactive (A Conference Management Software Company) has successfully released the new Ai 4.0 technology. In an effort to assist meeting planners in today's challenging times, Ai is offering their Logistics Management Module free to new clients. Ai simply wants to help all meeting planners ease their workloads and be more effective. For more information [click here](#).

Economics

Recovery Lead by the Wealthy?

This CNBC video clip offers results on the "Mendelsohn Affluent Survey." The positive report points out the affluent spending group's concerns over the economy are dropping and spending habits are on the rise. Consumers are regaining confidence and investments in this influential sector are up. This extensive survey is conducted annually by Mendelsohn Media Research Inc., and showcases the media habits and lifestyles of the affluent population of the U.S.

[Learn More](#)

What's Happening on TSNN?

Have you Heard? We are feeding the need for valuable industry content!

How? We have added new Editorial Staff (including the renowned Chris Brogan!) along with the launch of "Event Excellence" in response to TSW's closing.

[Learn More](#)

Reinventing Yourself Means Starting from Scratch

What similarities does TSNN have with Apple, Inc. circa 2000? One perspective is that TSNN is trying to revamp and simplify something that has grown unwieldy and needlessly complex, not unlike the Apple operating system "OS 9" for those who (care to) remember.

Sometimes, you are better off just starting from scratch...

[Learn More](#)

TSNN has partnered with Onstream Media in an industry-wide effort to gather data with the "Virtual Trade Show Survey: Insight & Trends"

We have noticed a high interest in virtual events and we want to learn more from you - the experts.

t-shirts, totes, tumblers...
too many more to mention!

Promotional Items
&
Tradeshow Giveaways!



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Share your opinions (and ten minutes of your time) & we will share the results of our survey with you.

**Take Our First Annual
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Insights & Trends**

> **Click here to take survey.**

Enter for a Chance to Win an Apple iPad

Survey Open
Until May 13th, 2010.



tsnn.com The Ultimate Event Resource

Onstream

Social Media

[Joining TSNN's LinkedIn Group helps you stay connected, reach out today!](#)

This will help you to network and stay informed with close to **3,000** knowledgeable Trade Show Industry professionals like yourself.

Connect, learn and grow!

Ongoing Discussion:

[What does the end of Tradeshow Week mean to you?](#)

[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

3 Surprises from a Social Media Survey

By Rebecca Canan

The CEC (Communications Executive Council) has noticed social media participation becoming far more common among member companies. They have also observed a tendency of communicators to act on social media opportunities without applying much strategic discipline. For example, they were not matching up social media's unique capabilities with their business needs, audience behaviors, and industry dynamics. In response, CEC developed a social media diagnostic that helps members pinpoint their best opportunities for social media use. Specifically speaking, how many people work on social media at your company? What channels are you using? How confident are you in the value of

your efforts?

[Learn More](#)

Trade Show Giveaways

Stats Through T-Shirts

From "Success Stories"

By Kenneth Hein

If an event is deemed a success then what kind of measurement do you utilize? The Apparel Media Group (AMG) has created a solution to this pending problem. To simplify, the company targets a specific group with an opportunity to subsidize the cost of shirts (a partnership of sorts.) For example, if a social group holds a fundraiser, AMG will offer to pay a percentage (ranging from 50% to 70% on average) of the costs in exchange for placing a brand message and a Web address or SMS code for a special offer on the shirt.

[Learn More](#)

Website Spotlight:

BizMe2 Online Conferences Network

Planning a trip to a big tradeshow or an important convention? There's the travel, the hotel reservations, the transportation, arranging side meetings and all the other details.

BizMe2 serves as a hub for all of the information and services that business travelers need to consider before heading off on a business trip – all under one roof.

Users of **BizMe2** can organize all of their convention and tradeshow business needs. The site offers everything from centralizing booking services to managing the information collected during the show, and includes a social networking function. The focus is to help users arrange everything before they leave the office and allow more time to focus on business opportunities.

According to its creators "it's the social network junction for tradeshows and conventions that show goers cannot live without" and it's certainly worth a visit for a tradeshow professional looking for a little organization.

For more details please contact:

info@bizme2.com

[BizMe2 - Online Conferences Network](#)

Job Postings

National Sales Manager

[Learn More](#)

Trade Show Services Manager[Learn More](#)**Marketing Manager**[Learn More](#)

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

APlasticBag.com

3741 Merced Dr.
Unit# F1
Riverside, CA 92503
877-992-2247

Boston Convention and Exhibition Center

Two Copley Place, Suite 105
Boston, MA 02116-6501
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
404-246-6659

vConference Online

Virtual
520-760-2400

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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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MORGANTOWN EVENT CENTER
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2010**



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Featured Events

Assn. of Legal Administrators 2010 Annual Conf. & Exposition

Show Type: Tradeshows with Conference
John B. Hynes Veterans Memorial Convention Center
May 3, 2010 - May 6, 2010

International Restaurant Show

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

TS2 2010

Show Type: Tradeshows 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: Tradeshows 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: Tradeshows
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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