



TSNN ExpoFiles Newsletter
Thursday, November 18, 2010

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If you want a convention destination like no other,

Tips, Tactics & Best Practices



10 Reasons Why Your Attendees Might Be Hesitating to Register for Your Event

By Donna Kastner

Could they still be trying to convince their boss it's a smart investment? Were there too many "talking heads" last year and that was not productive? Maybe you overpromised and under-delivered at the last event? If so, what effective techniques can be used going forward to avoid such issues and concerns?

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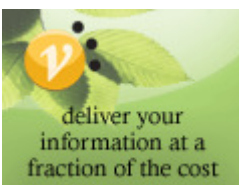


18 Hidden Rules of Trade Shows

By Mike Thimmesch

There are obvious rules to follow on the trade show floor and there are hidden rules not so apparent. Something to keep in mind - the effort each booth staffer puts forth increases as the distance between them and their boss decreases. Your best booth staffers are usually the ones who talk the least and listen the most and carpet belongs on the floor of your trade show booth (not on the display back wall.)

[Learn More](#)



If you want a convention destination like no other,

What's Happening on TSNN?



Award Winners Named at Inaugural TSNN Event Excellence Awards Celebration

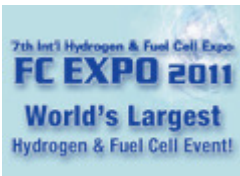
By Rachel Wimberly

Show organizers and technology suppliers celebrated growth and innovation in the trade show industry last week at the inaugural TSNN Event Excellence Awards dinner at the Hilton Alexandria Mark Center Hotel. Collocated with the MTO Technology Summit, the awards dinner was hosted by Adam Schaffer, president of Media Revenue Partners and past-publisher of *Tradeshow Week's* magazine. The first TSNN Event Excellence Award of the evening for Best Performance by a Trade Show went to.....



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Technology



Tarsus Advon, the division of Tarsus Group plc that manages the MTO Summit, a technology conference for the meeting industry announced the recipients of the MTO Tech Awards this past week. Five winners were announced on the final day of the MTO Summit. The winner in the “Best Attendee Experience” category was....



[Learn More](#)

Watch video highlights from the MTO Summit, including tips on why “listening louder” to your customers makes sense.

[View Videos](#)

Recommended Upcoming Event:

Virtual Edge Summit
 digital solutions for events, meetings, learning & community

The [Virtual Edge Summit](#) 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. The Summit brings you top [speakers](#) from industry leading companies, associations and media firms—all there to share best practices, lessons learned and real case studies.



The international event for fashion jewellery



Meetings, Conferences & Events

An Evolution of Meetings

The all encompassing event industry is constantly evolving and lately the most obvious shift is in social media. There are multiple players on this field now with new ones being added all the time. It can be cumbersome to keep up, however the up-side is that social media and events have work well together. This is because they both engage or aspire to engage clients and prospects. The term social media is used to describe software/tools that enable individuals and communities to gather, collaborate, share and communicate. Benefiting from the use of a "social media map" can be helpful.

[Learn More](#)

50 Tips for Going Green

Starting with a detailed statement of environmental expectations while selecting a venue for your meeting is recommended. Asking if the destination you're considering has an environmentally sound disposal system for solid and liquid wastes can be one question that can lead you to a decision you are comfortable with. For example, does this location have a program in place to reduce the consumption of water? Does it have a program in place to reduce energy consumption?

[Learn More](#)



Travel Tips

Road Warrior Survival Guide: Checking In on Hotel Rates

By Joe Brancatelli

Hoteliers are "wrestling in an environment where rates have dropped close to 25 percent," Marriott International President Arne Sorenson grumbled during a recent televised interview. Realizing which amenities you need, and which ones you can live without can help reduce your hotel bill. Evaluating what really matters to you can assist in booking the best accommodations for the least amount of money.



Image: Portfolio

[Learn More](#)

Social Media

Everybody's Doing It: How Marketers Are Utilizing Social Media In 2010

By Ethan Bloch

How much time per week (on average) are marketers spending leveraging social media? Are marketers outsourcing their staff efforts? What's the upside of social marketing? Get these questions (and much more) answered in this informative report.

[Learn More](#)

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!](#)

Joining will help you network and stay informed with knowledgeable Trade Show Industry professionals like yourself. Connect, learn and grow!


Add your thoughts to this current discussion:

["I ran a Social Media Conference in May and LinkedIn was instrumental in driving attendees to the conference. I am looking for other success stories in using Social Media to drive conference attendees."](#)

[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





IAEE Expo! Expo!
NEW ORLEANS, LA

7-10
DECEMBER
2010



Is your booth a door to your business?

Trade Show Giveaways

Global Advertising Specialties Impressions Study

ASI recently released its hotly awaited 2010 ad impressions study covering questions like “What’s the promo capital?” and “Which ethnic group owns the most products?” or “Who has more shirts – men or women?” What does it all mean? There is purchasing power within certain demographics. This year, for the first time, the study went global – and the findings are fascinating. ASI’s research director spent a year analyzing more than 3,000 online and in person surveys and the study itself is 31 pages, all of which goes to prove that ad specialties beat out prime-time TV, radio and print advertising as the most cost-effective advertising medium available.

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ECLAT DE MODE THE FASHION SIDE OF JEWELLERY

21 - 24 January 2011
Porte de Versailles
Paris Pav. 5

Marketing Insight

The Future of Market Research

By Cynthia Spitalny

Educating yourself on ways in which market research is evolving and changing the way business is conducted helps client relationships. Specifically, the definition and value of insight will shift from the information in a research report to insight derived from research that enables the collective hearts and minds of decision makers to accelerate innovation, growth and profits.



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[Tradeshaw Project Manager](#)


[Marketing Coordinator](#)

[Trade Show Specialist](#)



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[AllPoints Research, Inc.](#)

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Winston-Salem, NC 27101
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[Boston Convention and Exhibition Center](#)

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ExpoCad

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630-896-2281

GES Exposition Services

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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
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5555 N River Rd.
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847-692-2220

vConference Online

Virtual
520-760-2400

7th Int'l Hydrogen & Fuel Cell Expo

FC EXPO 2011

World's Largest Hydrogen & Fuel Cell Event

Mar. 2 - 4, 2011, TOKYO, JAPAN



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Featured Events

[G2E- Global Gaming Expo](#)

Show Type: Tradeshow with Conference
Las Vegas Convention Center
November 15, 2010 - November 18, 2010

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

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

[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

[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 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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