



TSNN ExpoFiles Newsletter
Thursday, September 30, 2010

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click here! **TSNN Event Excellence Awards**
 WEDNESDAY, NOVEMBER 10th
 HILTON ALEXANDRIA HOTEL in Washington DC *celebrating growth, innovation and achievement*



Best Practices

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Trade Show Success: Integrate Live Online Video

Trade shows have always been great PR opportunities because they usually gain press coverage. For years, companies have used trade shows to introduce new products or make major announcements. However, recently companies have been expanding their reach by providing live online videos of trade show product demonstrations and other events directly from the exhibition floor – a timely way to incorporate live chat or question and answer sessions. They work well if they are used creatively and when the boundaries of the technology are not pushed to far.



If you want a convention destination like no other,

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How to Develop a Case Study

The phrase “case study” originated from science, but in business it is utilized to tell the story of how we progressed through solving a problem and delivering results. The structure of a case study can vary of course, depending on how it will be used but in general there is one way to construct the flow.

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 7-9 DEC 2010

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Technology

Recommended Event — Last Call for [Early Bird](#)



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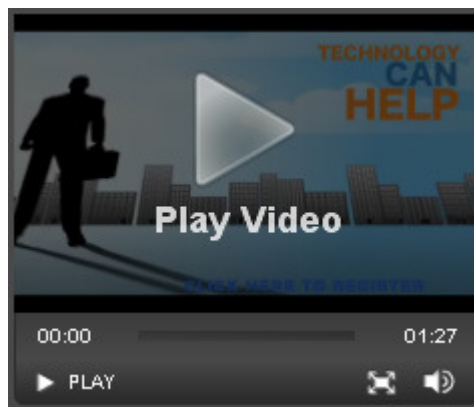
Registration



“The Year of Execution” in Washington DC, November 9-10, 2010

The premier educational event for technology buyers and sellers in the meetings industry

“We are excited with the content, speakers and sponsor participation for the upcoming MTO Summit” said Stephen Nold, founder of the MTO Summit and president of Tarsus Advon. “With the theme ‘Technology: “It’s Time to Execute” our audience will be told to quit thinking about strategic technology design and challenged to start implementing.” Nold said “attendees will not find any “social media basics” sessions since “we are beyond teaching how to create a Facebook account.”



[View Schedule](#) - [View Sponsors](#) - [View Speakers](#) - [View Pricing](#)

Face-to Face & Virtual

The discussions about face-to-face vs. virtual is not a new topic. [Forbes](#) offers a solid overview which is referenced regularly in discussion groups covering this evolving technology in [“The Case for Face to Face”](#).

[Learn More](#)



Conference and Event Tips

The Importance of the Meetings Industry and “What You Do”

By Larry Luteran

Recently, Larry took his twelve year old daughter to the new Hilton Worldwide

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**The international
event for
fashion jewellery**

Corporate Headquarters for their annual “take your child to work day.” When she asked him “what do you do?” he realized he had to look a bit deeper. It raised a bigger question “Is there a general misunderstanding out in the meetings industry about what we do and the contributions we all make on a larger scale he wondered?” He eagerly jumped on the opportunity to tell his daughter what he does. *“I am responsible for making human connections and what I do allows business, and our society, to grow. I work with our customers to create an environment in our hotels that allow people to come together and experience things, build relationships, and to make money. This is important work because these experiences and connections ultimately drive our economy and our society.”*

[Learn More](#)

Understanding Return on Fundraising Events

Event professionals have always had to deal with the pressure to please and to justify what their event is worth. Not everyone is able to see the inherent value even though it has to be proven to event producers, executives, sponsors, and the public. How do you create evidence of your event’s value? Especially in the recent recessionary years? This can be especially hard for fundraising events. The question about return on fundraising events (ROFE) lies in its definition. What factors need to be taken into account that are left out of alternative equations? And how should producers, sponsors, and executives be viewing their investment? There are multiple key factors that are included in the ROFE equation other than profit. These benefits are often overlooked, but need to be considered when debating and using an event as a tactic versus other fundraising activities.

[Learn More](#)



What's Happening on TSNN?

An “Excellent Event” & You are Cordially Invited...

The first annual [TSNN Event Excellence Awards Dinner](#) (happening on the evening of Wednesday, 11-10-10) was created to celebrate the growth, innovation and achievement that exist in our industry. Every day, show organizers work to promote their events, launch new ones and better serve



their attendees and exhibitors by creating amazing marketplaces for commerce.

We will celebrate success in this first year by looking at growth and achievement for one show each in the trade, association and public trade show sectors – which will be announced soon – and all shows will then be invited to submit for recognition in 2011 and beyond based on criteria being developed.



Please join us, a [Special rate](#) is still available until 10-1-10



Social Media

Can Social Media be Effectively Outsourced?

According to Jeff Korhan (and most of us) the intended purpose of social networking is connecting and interacting to build relationships with real people, so it not only seems ironic to outsource these activities, but counterproductive as well. Nevertheless, taking a closer look so we can fully understand the dynamics involved is smart. For example, does transparency always work? Or can automation go wrong?

[Learn More](#)

Our LinkedIn Group is close to 3,500 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!

Add your thoughts to this current discussion:

['Look and Feel' - a concept used often in the tradeshow and event industry, but what does it actually mean?](#)

[Delta Starts Selling Flights on Facebook](#)

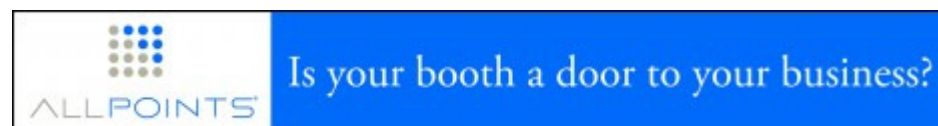
Delta Air Lines recently launched The Delta Ticket Window, a Facebook application that lets members find, book and share flights via the “Book a Trip” tab on the airline’s Facebook Page. The application was built to keep the user on Delta’s Facebook Page for the duration of the booking process, as well as give them the opportunity to share their booked flight with friends. What is the value in this? Well, the company believes it can capitalize on a captive audience given that Facebook is the most trafficked website on its inflight Wi-Fi service.

[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



Marketing Education

Web Data Mining for Lead Generation

Join in on October 12th (1pm – 2pm EST) to uncover the tools and techniques event colleagues currently use to gather leads. This complimentary webinar highlights feedback from a recent survey uncovering the methods in which industry peers gain leads. Learn about effective lead gathering practices using the Internet data mining tools that exist today.



[Learn More and Register Here](#)

Event Marketers Can Earn a Seat at the Revenue Table

Trade shows are the only marketing tool where the buyers travel and pay to come hear product pitches. For those who are in the know, the investment can have a tremendous payback. Recently, “Let’s Talk Trade Shows” announced the release of its 2010 e-book edition, “The Secret to Achieving Brilliant Returns at Your Next Event: a Guide to Maximizing Your ROI and ROO.” The e-book, which is a must for every marketer responsible for trade shows, can be downloaded at no cost.

[Download the E-Book](#)



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	<p>5-7 October 2010 Cascais, Portugal</p>		
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<p>ECLAT DE MODE</p>	<p>THE FASHION SIDE OF JEWELLERY</p>	<p>21 - 24 January 2011 Porte de Versailles Paris Pav. 5</p>	
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Trade Show Giveaways

Results No One Can Trash

For one of its clients, Complete Marketing Systems redefined the term "junk mail." The specialty marketing company sent out 2,000 miniature plastic trash cans late last year to a list of insurance agency owners to help drive recipients to sign up for a leadership seminar hosted by the client.

Recipients who opened the trashcans found brochures about the seminar, a sheet on the "29 reasons this is worth attending," and the appropriate headline, "Are you really going to trash this opportunity?" Diane Conklin, president of Complete Marketing Systems, believes the eye-catching nature of such a package has enormous value in getting the recipient to check out what is being promoted.



[Learn More](#)

Job Postings

[Senior Marketing Communications Specialist](#)

[Trade Show Coordinator](#)

[Trade Show Logistics Manager](#)

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
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Exhibit Resources

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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

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

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

**Banner Stands****Featured Events****Helitech 2010 Portugal**

Show Type: Tradeshow
Aerodromo Municipal de Cascais
Oct 5, 2010 - Oct 7, 2010

18th National Quality Education Conference 2010

Show Type: Conference
Rosemont – Chicago, IL
November 7, 2010 - November 9, 2010

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, 2010 - 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

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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