



# Show Buzz

A Newsletter of the Washington, DC Chapter of the International Association of Exhibitions and Events

## Reserve These Upcoming Summer Event Dates

July 19<sup>th</sup> **Nationals vs. Colorado Rockies at RFK Stadium**

Joint event between the IAEE and PCMA DC Chapters.  
Miller Lite Suite Pre-Game Reception and use during the game.

Sponsorships are still available – this is a great opportunity to promote your company’s products/services because you will be reaching an even wider audience since this is a joint event!

**Wednesday, August 1st Chapter Luncheon Program Held in Conjunction with TS2 at the Washington Convention Center**

### **Beyond the “Binder”: Improving Communication between Show Management and Exhibitors**

In the recent past, show managers put all their great thoughts into the exhibitor manual or binder, shipped it off to exhibitors, expected them to read every word, and then were amazed by all the questions and confusion in the weeks prior to the show and on-site. Communication with exhibitors today requires a multi-faceted, multimedia approach as well as personal connections to better understand the needs of the companies spending serious money at your event. Attend this session to hear from show management panelists on what they are doing to communicate better with their customers.

Exhibitors from Hewlett-Packard and Monster.com will also be speaking on the panel to share with you what works best for them and what their challenges are with show managers. Contractors who work directly with exhibitors will complete the panel so there is something for everyone.

#### Confirmed Panelists:

- Glenda Brungardt, Trade Show Manager, Hewlett-Packard
- Kerry Talbot, Director, Trade Show Event Marketing, Monster.com
- Matt Kormann, CTS, CSC, Director of Sales, Exhibitor Sales and Services, AVW-TELAV Audio Visual Solutions
- Kelly Kilga, CEM, Director of Operations, GASC (GRAPH EXPO and PRINT events)

Please visit the DC Chapter Web site as panelists will be added: [www.dc.iaee.com](http://www.dc.iaee.com).  
Further details on page 3.

July 2007

## What's Inside

Notes from the Board	2
August 1 Luncheon Program Details	3
Welcome New Chapter Members	4
State of the Industry Recap	5
June Luncheon Photos	6 - 7
Industry News	8
- Charity Raffle	9
- 2008 Board Members Needed	
Nominations & Entries Deadlines	10
Chapter Calendar	11
New DC Chapter CEMs	12



**International Association**  
of Exhibitions and Events  
*formerly known as IAEM*

# Notes from the Board



Kelly Kilga, CEM

Michael Currier wrote a piece in the last *Show Buzz* about how diverse the Board members and all the IAEE DC Chapter members are. We are writing to you today to talk about how similar we are and the common threads that connect us all.

While we have very different roles on the Chapter's Board of Directors (Catherine is the marketing wizard and Kelly takes meeting minutes) and we also have different day jobs (marketing vs. operations), we actually have very similar backgrounds. We both started in the trade show industry as exhibitors – we actually worked for competing companies in the plastic card market. We did not meet each other (since we were competitors) until Kelly switched to the show management side and as an exhibit salesperson, counted Catherine as one of her customers. Kelly then convinced Catherine to come over to “the dark side” and also work for show management. While that company was not the ideal place for either of us, we have continued to work on trade shows and have brought along our exhibitor experiences with us.

Our experiences as exhibitors constantly affect how we approach our day-to-day work, whether we are planning the exhibitor prospectus or the exhibitor services manual. We are always putting ourselves in the minds of the exhibitors and evaluating the show from their perspective. Since the exhibitors are the major revenue generators for our shows and most shows, this focus is not uncommon and also dictates how we attract and market to attendees for our shows. The exhibitors are truly the driving force behind our exhibitions.



Catherine Zipf

This is probably the same for many of you – whether your show is large or small or even if you are a show services vendor. While a show manager or meeting planner might be your direct customer, your products and services are being used by exhibitors and attendees. We all must be completely dedicated to customer service in its highest form and not the kind of customer service that we sometimes experience with airlines or phone companies. This is the common bond we all share: how to provide the best service to our customers who keep us in business.

For any show to maintain its position in this industry, and for show vendors to keep their customers, the end-customer is king. Understanding their needs, educating them, and making them part of the show team is imperative. To this end, we are having a session on August 1 during TS2 that will focus on the exhibitors. We will have exhibitors on a panel as well as show managers to discuss how they have made better

connections with exhibitors and what work still needs to be done. We welcome your feedback on this topic and are interested in any ideas, best practices, questions, pet peeves, etc. Please email Kelly at: [kkilga@gasc.org](mailto:kkilga@gasc.org). Of course, we also hope to see you in August at the lunch session!

## IAEE Washington, DC Chapter 2007 Board of Directors

*IAEE Mission Statement: IAEE promotes the unique value of exhibitions and events that bring buyers and sellers together such as road shows, conferences with an exhibition component, and proprietary corporate exhibitions, and IAEE is the principal resource for those who plan, produce and service the industry. Adopted 2006.*

**Chair** - David Coray, CEM, Optical Society of America, [dcoray@osa.org](mailto:dcoray@osa.org); **Vice-Chair** - Nancy DeBrosse, Projection Presentation Technology, [ndebrosse@projection.com](mailto:ndebrosse@projection.com); **Secretary** - Kelly Kilga, CEM, Graphic Arts Show Company, Inc., [kkilga@gasc.org](mailto:kkilga@gasc.org); **Treasurer** - Jack Chalden, BDMetrics, Inc., [jchalden@bdmetrics.com](mailto:jchalden@bdmetrics.com); **Director, Marketing** - Catherine Zipf, InfoComm International, [czipf@infocomm.org](mailto:czipf@infocomm.org); **Director, Membership** - Mark Salesses, Hargrove, Inc., [marksalesses@hargroveinc.com](mailto:marksalesses@hargroveinc.com); **Director, Programs** - Kimberly Newell, CEM, Mortgage Bankers Association, [KNewell@mortgagebankers.org](mailto:KNewell@mortgagebankers.org); **Director, Special Events** - Susan Bennett, Experient, [Susan.Bennett@experient-inc.com](mailto:Susan.Bennett@experient-inc.com); **Director, Sponsorships & Advertising** - Michael Currier, National Association of Home Builders, [mcurrier@nahb.com](mailto:mcurrier@nahb.com); **Past Chair** - Penny Parr, CEM, CMP, Brede Expositions, [pparr@brede.com](mailto:pparr@brede.com)

2 *Show Buzz* is published six times per year (Jan., March, May, July, Sept., and Nov.) by the Washington, DC Chapter of the International Association of Exhibitions and Events. Editor & Designer: Valerie Carrico, The Write Company, [valerie@carrico.net](mailto:valerie@carrico.net)

# August 1, 2007 DC Chapter Luncheon Details

## WHAT:

IAEE DC Chapter Luncheon Program held in conjunction with TS2: Beyond the "Binder": Improving Communication between Show Management and Exhibitors

## WHEN:

Wednesday, August 1, 2007

11:45 am - 12:30 pm

Luncheon Registration & Networking Reception

12:30 pm - 1:15 pm

Luncheon

1:15 pm - 2:00 pm

Program

## WHERE:

Washington Convention Center,  
801 Mount Vernon Place, NW, Washington, DC

Metro:

Mt. Vernon Square (Yellow line - this stop is inside the Convention Center)

Transportation:

Parking is available at parking garages near the Convention Center

## REGISTER:

Call IAEE Customer Service, April Key at:  
301.662.9401, ext. 2257

Or register online at: [www.dc.iaee.com](http://www.dc.iaee.com)

**Want to simplify your event registration?**

**Now**, your attendees can register to attend, select events, reserve their room, and pay for it all in one easy transaction using our unique, integrated registration and housing system built on our EventXL™ software platform.

- Flexible options for your event
- Increased control with real-time reports
- Happier attendees

Choose **the source** for integrated registration and housing. For more information contact Amy Munn at 866-516-1461 or e-mail [amy.munn@experient-inc.com](mailto:amy.munn@experient-inc.com).

**experient™**  
[www.experient-inc.com](http://www.experient-inc.com)

**AGS**  
**Exposition Services**  
Tradeshows • Graphics • Exhibits

**“Build a better show!”**

### National Headquarters

Mark T. Garvey

President

Office: 407.292.6162 Cell: 407.739.9143  
email: [mgarvey@ags-expo.com](mailto:mgarvey@ags-expo.com)

Terianne A. Hoffman

Director of Sales and Marketing

Office: 407.292.6162 Cell: 407.719.7356  
email: [thoffman@ags-expo.com](mailto:thoffman@ags-expo.com)

### Washington D.C. Office

Beverly Goodman

V.P. of Business Management

Office: 703.359.5052 Cell: 407.739.5699  
email: [bev@ags-expo.com](mailto:bev@ags-expo.com)



# Welcome New DC

## Chapter Members

### **San Antonio Convention & Visitors Bureau**

Summer Davey

### **Association for Supervision & Curriculum Development**

Chris Richards

### **Austin Convention & Visitors Bureau**

Kumi Anzalone

### **Baltimore Convention Center**

Stacey Knoppel

Kristen Piasecki

Lauren Solins

### **Hargrove, Inc.**

Marco Parrotto

### **United Brotherhood of Carpenters & Joiners of America**

Douglas McCarron

### **MGL Management**

Matthew G. Laws

### **American Chemical Society**

Willie Benjamin

Chris McCarthy

### **American Traffic Safety Services Association**

Jacquelyn Quash

### **Association of American Medical Colleges**

Rachael Bradshaw

Kirsten Olean

Hannover Fairs USA, Inc.

David Bross

Rick Felperin

### **International Association of Chiefs of Police**

James Harvey

### **International Sign Association**

William Winslow

### **National Association of Convenience Stores**

Amy Ashley-Burke

### **National Association of Elementary School Principals**

Star Gaddis

Valerie Gildersleeve

### **National Confectioners Association**

Grace Concepcion

Jim Corcoran

Jenn Ellek, CMP

Erin Omalley

Connie Sipes

Libby Taylor

### **National Glass Association**

Zoe Buckmaster

### **National Propane Gas Association**

Diana Nguyen

Jennifer Tomb, CEM, CMP

### **Newspaper Association of America**

Tammy Workman

### **Nielsen Business Media**

Shereen Abuzobaa

Melissa Bard

Kevin Bird

Jeff Brown

 Cynthia Claraball

### **Nielsen Business Media**

Dan Collins

Joyceann Cooney-Garippa

Peggy Cross

Gary Dworet

Joe Flynn

Deb Greer

Lee Hershberg

Thomas Jack

Emily Lewis

Stephanie Lovieno

Derric Mast

Charles Mitchell

Derrick Nelloms

Sheryl Okeefe

Cheryl Thayer

Andy Tompkins

Brett Weiner

Melanie Weiner

Lynda Wiggins

### **NXTcomm**

Elissa Brooks

Michael Cerami

Wayne Crawford

Karen Eppsteiner

James M. Forlenza

Cathy Hawkins

William J. Herman

Christine Hodges

A.J. Janosko

Stacy Kyle

Karen Leighton

Regina Sheehan

### **PAC Event Management**

Candace Mraz Evans

Kristin Mullins

### **School Nutrition Association**

Crystal M. Harper

Patti Montaque

Cheryl Thompson

Kim Williams

### **Semiconductor Equipment & Materials International**

Wenhua Gui

Jeffrey Lee

### **Show Management Solutions, Inc.**

Kathy Hoskho

### **SnowSports Industries America**

Leslie Groves

### **The Society of the Plastics Industry, Inc.**

Tracy Cullen

Water Environment Federation

Phillip Ogbonna

### **American Society of Pension Professionals & Actuaries**

Dawn Bancroft

### **American Sociological Association**

Kendra Eastman

### **Graphic Arts Show Company, Inc.**

Christopher E. Price

### **National Catholic Educational Association**

Sue E. Arvo

### **NVCC**

Robin Hilton, Student

# IAEE Report on the State of the Industry

During the IAEE DC Chapter luncheon program on May 11, 2007, Jeff Price, IAEE Chairman, shared IAEE's report on the State of the Industry.

Recapped here is some of the interesting and important information from IAEE, some of which Jeff referred to in his presentation.

In 2007, IAEE has expanded its learning opportunities to include even more choices than before. IAEE is offering programming through every media: online, web conference, face-to-face.

New IAEE councils, committees and task forces have been formed:

- Public Events Council
- International Best Practices Sub-committee
- Future Leaders Institute Committee
- Congressional Testimony Task Force
- Strategic Planning Task Force

The following stats are as of May 2007:

IAEE - Total member reps (individuals): 6486

IAEE - Total members (organizations): 1230

Washington, DC Chapter - Total member reps (individuals): 955

Washington, DC Chapter - Total members (organizations): 210

IAEE recognizes the significance of informing others, in this profession, as well as the general public, about what an IAEE membership represents and the ethical principles that guide our members. Honesty and integrity are always at the forefront of what our members stand for, and we provide our members with a symbol that indicates this level of commitment.

Since its launch in April 2007, 165 organizations have voluntarily adopted the logo below.



Members interested in becoming authorized to use the logo for their event, marketing collateral or Web site can complete a form at: [www.iaee.com](http://www.iaee.com)

**Let ICAT Expo help you with all your transportation needs!**

*Dedicated account managers  
Creative solutions  
Excellent customer service  
Industry expertise with trade shows, meetings and events*

Next Day · Second Day · Deferred (3-5 Day)  
Truckload (FTL / LTL) · International Services  
Customs Brokerage · Same Day / Expedite

 **ICAT Expo**  
**1-877-422-8397**  
One Call, Right Solution...**DONE!**



**Event & Exhibit Management Software**

**Registration & Housing**

**Online & Onsite Attendee Services**

**Sponsorship & Marketing Solutions**

**Custom Event Solutions**

[www.eventreadytmi.com](http://www.eventreadytmi.com)    [jon@eventreadytmi.com](mailto:jon@eventreadytmi.com)  
440.446.9483

# DC Chapter Members at the



# June Chapter Luncheon



# Industry News

## IAEE Forms Green Committee - Volunteers Needed

IAEE announced the formation of the IAEE Green Committee, which will identify existing resources and develop best practices that address how to minimize the environmental impact of events globally.

IAEE is in a unique position to educate and influence its member organizations in achieving economic and strategic goals while minimizing adverse environmental impacts of the events they produce. Documents developed by the Green Committee will serve as references with which to develop comprehensive resources that will assist exhibition and event organizers as well as suppliers to the industry in creating more environmentally friendly "green" events.

Additionally, organizations may be able to adjust their administrative practices in very simple ways to reduce the environmental impact of their office operations on the

environment. As its first goal, the Committee will identify simple steps which organizations can undertake to reduce their impact on the environment. The Committee's activities will include developing best practices for exhibitions, developing educational programs to be presented at IAEE events, working with other industry organizations on developing a compendium of resources for IAEE members and generating articles for IAEE publications.

Jim Kelley, director of sales for ICAT Logistics, will chair the Committee.

**IAEE is searching for volunteers to serve on the Green Committee. Interested parties please contact Peggy Johnston at: (972) 687-9202 or: [pjohnston@iaee.com](mailto:pjohnston@iaee.com).**

## IAEE Updates Exhibitors on FAIR Guide - Construct Data NOT Associated with IAEE

IAEE has issued a message to its database of exhibitors bringing to their attention that they may receive a solicitation for advertising in a publication called FAIR Guide, published by Construct Data AG, an Austrian-based company.

IAEE advises its exhibitors that neither FAIR Guide nor Construct Data AG are in any way associated with IAEE or Expo! Expo! IAEE's Annual Meeting & Exhibition. The message cautions that returning a signed Construct Data form will result in a three-year advertising obligation of several thousands of dollars. IAEE informs its exhibitors that Construct Data AG entered into a settlement agreement with authorities in Austria in which it agreed to suspend similar solicitation activities in the nations of the European Union. The settlement agreement does not extend to the U.S.

IAEE has called upon the United States Federal Trade Commission, the United States Ambassador to Austria, the Austrian Ambassador to the United States and other authorities to review the marketplace activities of Construct Data AG in the U.S.

More information can be found on IAEE's Web site at: [www.iaee.com/information\\_resources/warnings\\_to\\_exhibitors](http://www.iaee.com/information_resources/warnings_to_exhibitors).



**WOULD YOU DRIVE YOUR CAR BLINDFOLDED?**

Why manage your show that way? Jacobs, Jenner & Kent is a global marketing research firm specializing in exhibitions. We provide insights—and can open your eyes to the obstacles and opportunities ahead. You'll feel a lot more confident behind the wheel.

Learn more. Visit [www.jjkresearch.com](http://www.jjkresearch.com) or call 410.256.5297.

**Jacobs Jenner & Kent**  
MARKETING AND RESEARCH CONSULTING

# Charity Raffle

Our DC Chapter is raffling a U.S. flag that has been flown over the U.S. Capitol to be given away in November. It has a certificate and is mounted in a shadow box. All money raised will go to our 2007 Chapter charity – the Capital Area Food Bank. You do not need to be present at the luncheon to win in November.

Tickets are one for \$2 and three for \$5. Tickets are being sold at each of our events or you can contact Susan Bennett at: [susan.bennett@experient-inc.com](mailto:susan.bennett@experient-inc.com).

The Capital Area Food Bank is the largest non-profit food bank in the Washington, DC area and a member of America's Second Harvest. In addition to serving the area with food, it also provides nutritional education to the local community.

Please support the



by purchasing raffle tickets.

# 2008 Board

## Members Needed

The IAEE DC Chapter is looking for members interested in serving on the 2008 Chapter Board of Directors. If you have ever considered a board position, now is the time to start thinking about it.

If you are interested in any of the below positions, or would like more information, please contact Penny Parr at: [pparr@brede.com](mailto:pparr@brede.com).

Out-going positions include:

- Programs Director
- Sponsorship/Advertising Director
- Special Events Director
- Secretary

The slate of candidates will be sent to members soon, with the announcement of the new board to be made at the September meeting.

We look forward to hearing from you!

**GET ON TRACK TO VICTORY LANE!**

Submit an RFP at [www.epponline.com/contest](http://www.epponline.com/contest) to qualify to win *prime seats* at an NFL football or ACC basketball game.

[GSA Contractor: GS23F-02455; GS23F-02465]



Since 1969, EPP's aerodynamic system has taken non-profit associations to the pole position for achieving optimal exhibit, advertising and sponsorship sales!

**EPP**  
EXHIBIT PROMOTIONS PLUS, INC.

[www.epponline.com](http://www.epponline.com)  
410-997-0763/301-596-3028  
[exhibit@epponline.com](mailto:exhibit@epponline.com)

**Brede**

Still focused on the same goals...

**Yours.**

**Brede** EXPOSITION SERVICES  
*-serving the trade show industry for over 100 years*

1-800-753-EXPO

# July Deadlines Approaching for Nominations & Entries

## IAEE's 2007 Art of the Show Competition Entries Now Accepted

IAEE is now accepting entries for its 2007 Art of the Show competition. The Art of the Show provides a stage for defining excellence in the quality of promotional materials and setting the standards for the industry. The competition awards those who show excellence in the development of promotion for their events.

The competition includes 14 categories of competition for three show sizes: under 50,000 net square feet (nsf)/15,240 net square meters (nsm); 50,000-150,000 nsf/15,240-45,720 nsm and over 150,000 nsf/45,720 nsm.

One first place winner and one honorable mention is selected for each category. The categories are:

Attendance Promotion Brochure (single piece)  
Attendance Promotion Campaign (multiple pieces)  
Brand Design/Development  
Convention/Exhibition Center Promotion  
E-mail Promotion  
Exhibit Sales Brochure/Prospectus (single piece)

### **NEW! Industry Promotion**

Most Innovative Use of Technology  
Print Advertising (single piece)  
Show Daily  
Show Photography (single piece)  
Show Promotion - Web site  
Signage/Decoration

### **NEW! Sponsorship Development Program**

For promotional entries, judges will consider whether the message and creativity are impressionable on the target audience, and if the materials are effective in creating a brand association with the exhibition or event. The objective provided by the company entering the piece(s) is also examined, and an independent panel of judges determines if the goal for the promotion was met by the entry. The judges will give honors to those entries that are inventive and promote the exhibition vividly and successfully. Judges will consider category-specific measures including creativity, clarity of message, design, layout, copy, creation of brand association and overall presentation. For Web entries, ease of navigation and user-friendliness will also be considered.

Exhibition promotional materials produced between April 1, 2006 and March 31, 2007 are eligible for entry.

**Entries must be received by July 20, 2007.** First place winners will be displayed at Expo! Expo! IAEE's Annual Meeting & Exhibition 2007 in Las Vegas, to be held December 10-12, 2007.

## IAEE Awards Program Nominations

**Nominations are being accepted until July 16, 2007** for the 2007 IAEE Awards Program, designed to recognize those professionals who have made outstanding contributions to the exhibition and event industry. Awards are:

- Pinnacle Award
- Merit Award
- Distinguished Service
- Outstanding Achievement in Industry Leadership
- Outstanding Achievement in Innovation in Business Solutions
- Outstanding Achievement in Marketing & Sales, Show Management
- Outstanding Achievement in Marketing & Sales, Supplier
- Rookie of the Year, Show Manager
- Rookie of the Year, Supplier

For full details, visit: [www.iaee.com](http://www.iaee.com).

Integrating Experience with Technology

**CDS** CONVENTION DATA SERVICES

- Online Registration
- Database Mining & Marketing
- Lead Management Services
- Online Surveys
- Onsite Service & Support
- Conference & Registration Web Design & Hosting

Put our experience and technology to work for your next event

107 Waterhouse Road • Bourne, MA • 02532  
800.548.9299 • [www.cdsreg.com](http://www.cdsreg.com)

# 2007 DC Chapter Calendar

## Save the Dates

July 19

Chapter Outing  
Washington Nationals vs. Colorado Rockies  
RFK Stadium

August 1

Chapter Luncheon Program  
in conjunction with TS2  
Washington Convention Center

September 14

Chapter Luncheon Program  
Industry and Chapter Update

September 20

“Back to School” Networking Happy Hour

October 12

Chapter Luncheon Program  
“Saving you TIME and MONEY!”  
Tips on how to get some of your “life” back as well as  
help your budget.

November 16

Chapter Luncheon Program  
“Taking an Association Event Overseas”

December (date tbd)

The Mix Holiday Party

For more details, visit the DC  
Chapter site at: [www.dc.iaee.com](http://www.dc.iaee.com)

## They made the switch!

Over 30 of the Trade Show 200  
Show Organizers have chosen  
CompuSystems for their  
registration and lead retrieval  
needs. *Why?*

Unparalleled service

Industry leading technology

Over 30 years experience

Call today to find out how you can  
make the switch.



708.344.9070

[www.compusystems.com](http://www.compusystems.com)



HARGROVE INC.  
TRADE SHOWS

- ✓ Nationwide general service contractor
- ✓ Same team for your show – year to year & city to city
- ✓ Personalized exhibitor service
- ✓ Exceed your expectations

expect INNOVATION

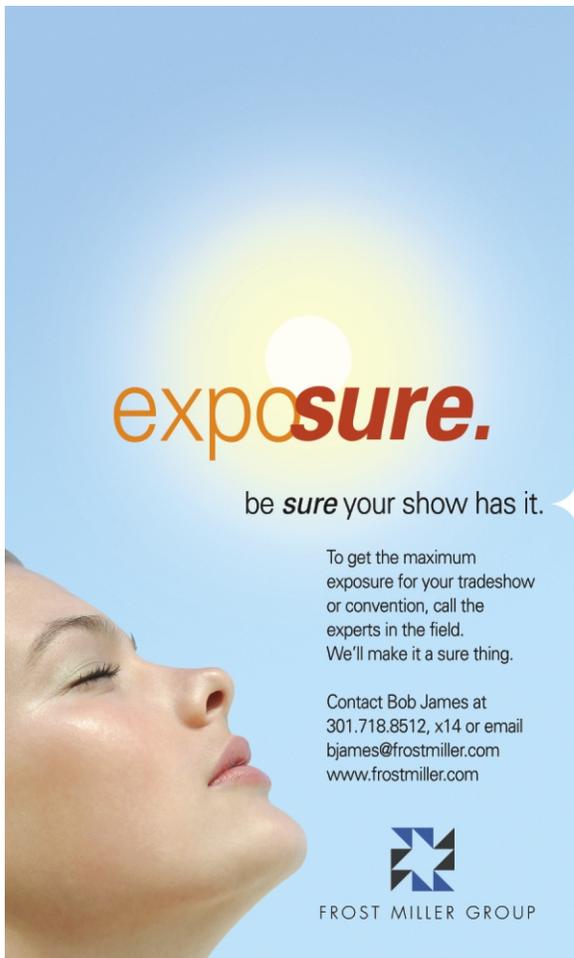
301.306.9000 | [www.hargroveinc.com](http://www.hargroveinc.com)

# Congratulations New CEMs from DC Chapter

**Sylvia DeVore, CEM**  
Manager of Exhibitor Services  
Consumer Electronics Association/CES

**Laurie Bentz-Cable, CEM**  
Manager of Attendee & Exhibitor Relations  
American Chemical Society

For more info on earning your  
CEM designation & the programs,  
visit: [www.iaee.com](http://www.iaee.com)



**exposure.**

be *sure* your show has it.

To get the maximum exposure for your tradeshow or convention, call the experts in the field. We'll make it a sure thing.

Contact Bob James at 301.718.8512, x14 or email [bjames@frostmiller.com](mailto:bjames@frostmiller.com)  
[www.frostmiller.com](http://www.frostmiller.com)



FROST MILLER GROUP



IAEE Washington, DC Chapter  
Mark R. Salesses, Director of Membership  
c/o Hargrove, Inc.  
Number One Hargrove Drive  
Lanham, MD 20706

FIRST CLASS MAIL  
U.S. POSTAGE  
**PAID**  
Merrifield, VA  
Permit #6418