



Show Buzz

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

DC Chapter Survey Results are In

By Dave Coray, CEM, IAEE DC Chapter Chair

As many of you are aware, each year the board surveys chapter members to learn a little bit about who they are, how active they are in the chapter, and what chapter events work or don't work for them. The board thanks those of you who took the time to complete the December 2006 survey, and we want to assure you that we're paying attention to your responses.

Survey results will guide board activities throughout 2007, and here's an overview of what was learned from you. First, a few demographics. A majority of respondents (77.4%) have at least seven years of experience in the industry, with 27.4% having more than 15 years. Almost 76% of respondents work for associations or are independent show organizers, while 22.6% are suppliers or CVB employees. Almost 90% of respondents are older than 30 – surprisingly none are 25 or younger, which indicates a need to get the younger generation more involved. Additionally, 33.9% of those who responded are executives at their offices and 46.7% are managers, yet nobody identified themselves as being a coordinator.

When asked why they were a member of IAEE, most respondents said it was for the networking opportunities the chapter provided, followed closely by educational programs and the chance to exchange information with peers. A number of members are also using the chapter for assistance in obtaining their CEM as well as exploring new job opportunities. However, 71% of respondents attended three or fewer luncheon meetings in 2006, and a majority didn't go to the networking events. The culprits: full workloads, event locations (relative to members' offices), and lack of workplace support. Several members also said that event topics weren't relevant to them, with some requesting additional operations – and customer service-related topics. Other suggested topics included: how technology is changing the industry; industry trends; increasing sales and sponsorships for all size shows; the legal and working relationships with hotels and CVBs; and achieving a healthy work/life balance. The board agrees that many of your suggestions would make for great events, and you're encouraged to take a look at the chapter calendar at: www.dc.iaee.com, where you'll see that we're already planning to address many of these ideas in the upcoming months.

The IAEE DC Chapter Board is always looking for member feedback, whether it be via post-event or year-end survey, a side discussion at one of the luncheons, over a drink at the ball park or Wolf Trap, or an email or call to any of us. The DC Chapter is the biggest and most active chapter in IAEE, and it's due to the involvement of all of our members, so thank you!

March 2007

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International Association
of Exhibitions and Events
formerly known as IAEM

Notes from the Board



Nancy DeBrosse

2007 started off with a lot of enthusiasm from your IAEE DC Chapter Board as we met in January to plan out our strategies for the year. As your Chair-Elect, I am honored and privileged to serve you. I have been a member of this association (it has been through three name changes since I joined!) for nearly two decades (I must be getting old!) I have always received many benefits, both personally and professionally from my involvement. I have served on national committees and this will be my third year of serving on the DC Chapter Board.

I am very excited about the board's decision to choose one local charity that will be the recipient of the chapter charity funds in 2007. We have selected the **Capital Area Food Bank**. It 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. Throughout the year, we will be

asking for your financial help and to volunteer your 50/50 at each luncheon will now be donated to the other events from which funds will also be hearing a lot more about this new chapter endeavor



time to support this organization. Proceeds from the Capital Area Food Bank. The board is working on directed to this worthy organization. You will be and I encourage all of you to participate.

I am very excited personally to be involved with the DC Chapter of IAEE. Please let me know if I can ever answer any questions or be of any assistance to you. We are going to have a fantastic year!

Nancy DeBrosse, IAEE DC Chapter Vice-Chair [\(703\) 912-1334 ext. 222.](mailto:ndebrosse@projection.com)



Mark Salesses

The M.O.D. Squad

What is the M.O.D. Squad? Are Link, Julie and Pete alive and well? For those of you under 40, you probably have no idea who Link, Julie and Pete are...that's why we have "Nick at Night" so all of you youngsters can catch up on old TV programs and make sense of the obscure program names we use.

Actually it stands for Member Outreach Delegation. Knowing this will be worth a "free beverage" at the next chapter luncheon.

The M.O.D. Squad was developed to do the following:

Mark Salesses

- Personally contact new chapter members, say "hello" and answer questions and find out what the IAEE DC Chapter can do for you.
- Provide a "First Chapter Event Free" special invitation.
- To designate a "chapter host" to network with new guests at chapter meetings to introduce them to existing members to help build their network.
- To determine if any members would be interested in volunteering within the chapter or providing input as to monthly luncheon topics they would like to hear discussed and suggestion of speakers for such topics.

The IAEE Washington, DC Area Chapter is continually striving to increase membership and more importantly, provide our members a place to get quality education and network.

Our goal after each chapter event is to hear you saying as you leave: "*That was a good meeting and topic. I learned something and met some good contacts!*"

Always remember this is **YOUR** association. What can we do for you? How can we make your life easier? We are eager to hear your thoughts.

Mark Salesses, IAEE DC Chapter Director of Membership [\(703\) 239-2608.](mailto:msalesses@ags-expo.com)

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; **Vice-Chair - Nancy DeBrosse**, Projection Presentation Technology, ndebrosse@projection.com; **Secretary - Kelly Kilga, CEM**, Graphic Arts Show Company, Inc., Kkilga@gasc.org; **Treasurer - Jack Chalden**, BDMetrics, Inc., Jchalden@bdmetrics.com; **Director, Marketing - Catherine Zipf**, InfoComm International, czipf@infocomm.org; **Director, Membership - Mark Salesses**, AGS Exposition Services, msalesses@ags-expo.com; **Director, Programs - Kimberly Newell, CEM**, Mortgage Bankers Association, KNewell@mortgagebankers.org; **Director, Special Events - Susan Bennett**, Experient, Susan.Bennett@experient-inc.com; **Director, Sponsorships & Advertising - Michael Currier**, National Association of Home Builders, mcurrier@nahb.com; **Past Chair - Penny Parr, CEM, CMP**, Brede Expositions, pparr@brede.com

Reserve March 9th for the Chapter Super Session

EVENT:

IAEE Washington, DC Chapter SUPER SESSION
“Blogs, Podcasts and Wikis: Leveraging Social Media to Create a Great Show Experience!”

SPEAKER:

Jeff De Cagna, Chief Strategist and Founder
Principled Innovation LLC

Jeff is a blogger, podcaster and social media evangelist. He helps associations and other organizations understand the strategic value of social media for their work.

DESCRIPTION:

Social media are attracting considerable attention these days, and with good reason. Blogs, podcasts and wikis are much more than marketing, communications or publishing tools. These technologies, as well as the ethic of collaboration surrounding them, challenges passive consumers of information to become creators of new conversations and new knowledge. This learning session will help you better understand how social media can enrich your trade show experience by engaging your attendees virtually before, during and after the face-to-face event!

WHEN: Friday, March 9, 2007

TIME:

9:00 am - 9:30 am	Registration & Continental Breakfast
9:30 am -11:30 am	Morning Super Session Program
11:45 am -12:30 pm	Luncheon Registration & Networking Reception
12:30 pm - 1:15pm	Luncheon
1:15 pm - 2:00 pm	Program

LOCATION: To be announced

REGISTER:

Details to be sent soon or call IAEE Customer Service, April Key at:
301.662.9401, ext. 2257

Look for full program
details and
registration soon!

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Welcome New DC Chapter Members

Aircraft Owners & Pilots Association:
Liz Tarver, Lori Wolking, Susan Kraus

American Chemical Society:
Melissa Redd, Michelle Stevenson

American Public Power Association:
Monique McCaw

American Red Cross National Headquarters:
Rebecca Hunter, MTA, Sheila A. Graham, CSEP

American Society for Training & Development (ASTD):
Kelly Kent, Joel Nepomuceno, Melissa Rose

Arata Expositions, Inc.:
Christine Dietz

Conference Incorporated:
Ashleigh Dorfman, Chris Noyes, Susan Rosenstock

Consumer Electronics Association/CES:
Christine Screni

Exhibit Promotions Plus, Inc.:
Eileen Horowitz, Harve C. Horowitz, Esq., Amanda Horowitz

Gaylord National Resort & Convention Center:
Kerri Schepers

Global Trade Development, Inc.:
James Boney

Goodwill Industries International, Inc.:
Rosemarie McBride

Hargrove, Inc.:
Charles Taylor, Michael R. Pomponio

IFD LLC:
Robert Hughes

Intermodal Association of North America:
Stacie Fagan

International Association of Amusement Parks & Attractions:
Melissa Charity, Deana Martin

International Association of Chiefs of Police:
Christian Faulkner, Erin Vermilye

International Foodservice Distributors Association:
Myra Shelton

International Parking Institute (IPI):
Jean Miller

Irrigation Association:
Deborah Hamlin, Kathy Nelbach

National Association for College Admission Counseling:
Bethany Chirico, CMP

National Institute of Governmental Purchasing, Inc. (NIGP):
Carrie Rawn, Michael Romero, Ryan Swink, LaWann Terry

National Trade Productions, Inc.:
Jeana Chun, Kathy O'Driscoll, Cheryl Platt, Andrew Powell, Gretchen Wendorf, Kharry Wolinsky

New Orleans Metropolitan Convention & Visitors Bureau:
JoAnne M. Hunsicker

Newspaper Association of America:
Laura Mulay

Projection Presentation Technology:
Jeff Sweeney

Roberta Morehouse

Sherpa Event Solutions:
Jacques Racine

The Direct Marketing Association:
Gaye Dullaghan, Martha Filson, Paige Lance

The Door & Hardware Institute:
Brittany Hammelman, Marcia Slakie, Julie Walter

United Service Companies:
Ray Santos

"Now That Was a Good Meeting"

IAEE DC Chapter member, Dawn Rhine, Managing Director, Synergy Forces LLC provided members with great tips for successful meetings at the January 19 luncheon program.



A Successful Meeting

The S.T.P. Approach:

- S = Satisfies the participants
- T = Time used is reasonable
- P = Purpose is fulfilled

Tip #1: Justify the Meeting

- Start with written purpose or objective
- Is a meeting the best way to achieve this?
- Best use of everyone's time?

Dawn Rhine

Tip #2: Plan and Prepare

Write an Agenda: Purpose, Goals, Approach, Decision Method
Time, Sequence, Participants.

Tip #3: Effectively Conduct the Meeting

Commence the meeting, carry out the meeting and discussion, and close the meeting.

Tip #4: Be Productive After the Meeting

- Communicate minutes
- File documentation
- Work on assignments
- Check and share progress

Improve Your Meetings

- Self-evaluate
- Get feedback
- Practice new technique
- Evaluate again

When to Self-Facilitate vs. Outsource

Use an independent facilitator for:

- Strategic Planning
- Marketing Plans
- Process Improvement
- Project Planning
- Any Major Group Discussion or Decisions

An independent facilitator is:

- Trained in facilitation techniques
- Applies a variety of group process tools
- Possesses the "art" of facilitation
- Helps team achieve greater results

Summary

- Try to avoid the trap of too many meetings
- Establish a purpose and goals
- Plan and prepare!
- Open and close the meeting properly
- Follow the agenda and keep focused on purpose
- Report outcomes
- Solicit feedback and make improvements

Thank you again to Dawn for offering our Chapter her time and expertise.

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Speakers & Writers Wanted

Share Your Know-How with Your Peers

DC Chapter members indicated that learning from peers is one of the main benefits of their IAEE membership. Share your experiences – the good, the bad and the ugly – with your peers at one of our monthly luncheons or through a newsletter article. Or, provide information about a new technology or a technique that makes your job easier (like the successful meeting tips in this issue).

Call for Speakers

The Chapter holds approximately nine luncheons per year, occasionally holds additional education sessions and publishes six issues of *Show Buzz*. Presentations at luncheons are generally 45 minutes long including time for questions.

When you present at a chapter luncheon or provide an article for *Show Buzz*, you have the opportunity to reach the largest IAEE chapter with a membership of over 900 show management professionals and industry suppliers. By sharing your expertise and knowledge about technologies, best practices, and related business and professional topics, you continue the tradition of educating others who strive every day to maintain the highest level of professionalism in the exhibitions and events industry.

This is a great opportunity to also gain confidence and visibility in the exhibition and event industry.

If you have an idea for a luncheon topic or wish to become a part of the speakers list, please contact Kim Newell, the Chapter's Director of Programs, at: knewell@mortgagebankers.org

Call for Writers

If you would like to contribute an article for *Show Buzz*, please contact Catherine Zipf, the Chapter's Director of Marketing, at: czipf@infocomm.org. Note: the copy deadline for the May issue of *Show Buzz* is April 3.

Tell Us About Yourself . . .

How did you get your start?
How did you end up working in the trade show industry? What made you decide to make a career of it?

Take a few minutes and recount your tale in an email to Catherine Zipf at: czipf@infocomm.org. We'll compile the responses and publish them in upcoming issues of *Show Buzz*.

Donations Delivered to the Troops

We would again like to thank AVW-TELAV and Freeman for all their efforts which allowed IAEE DC Chapter members and local chapters of PCMA, AMPs, HSMAI, PMPI and ASAE to donate to America Supporting Americans. Special thanks to Susan Haning and Sue Katz who provided convenient drop-off points.

Over 570 pounds of personal care items, clothing, educational supplies and more were shipped to the troops under the command of LTC Ernie Sirvas, Joint Task Force Bravo in the Republic of Honduras. This translates to 6,840 Advil tablets,



Some of the donations getting ready to be packed and shipped to the troops.

45 miscellaneous tools, 45 tubes of toothpaste, 150 tubes of chapstick and a lot more! The battalion also sponsors an orphanage and our gifts were delivered to those boys and girls. Watch for these photos in the next issue of *Show Buzz*.

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DC Chapter Members at the January Luncheon



Industry News

IAEE Endorses Congressional Action to Ease Restrictions on Travel to the U.S.

Leaders of IAEE have endorsed the Discover America Partnership initiative that was unveiled in February by the Travel Industry Association (TIA).

IAEE, a member of TIA and the Business Travel Roundtable, is concerned that response by the Administration has been far too slow and unresponsive and feels that new legislation is urgently needed to boost funding for the support of consular and airport staff; to require the administration to regularly report to Congress on its efforts to enhance visa processing and to materially improve customer service at all ports of entry.

Since 9/11, travel to the U.S. has declined 17 percent at a time when world travel is soaring. The economic impact of the decline in travel to the U.S. exceeds \$90 billion. "A significant portion of the lost revenue is the direct result of fewer foreign nationals coming to U.S.-based exhibitions and events," says Jeff Price, the Minneapolis-based chairman of IAEE. "Our nation has the capacity to develop efficient means for approving U.S. visa applications. For example, it currently takes as long as 70 days to get an interview in Brazil. We can and need to be faster in processing visas and still be consistent with our national security needs. We just have not done so yet" he added. "There is the belief among many foreign nationals that the U.S. simply no longer welcomes visitors from abroad," says Steven Hacker, CAE, president of IAEE who, with Price, recently returned from a visit to members in China. "We can, and must do better. We have electronic tools such as video-conferencing that could supplement the limited number of U.S. Consular offices in many nations at very low cost; we must train U.S. Customs and Immigration officials to truly understand that they are important ambassadors for our nation and they must become much more 'customer friendly' - it costs no money to warmly welcome foreign visitors," he says.

The Discover America Partnership, crafted by TIA, is an important step in easing the gridlock that keeps foreign business travelers and tourists from entering the U.S. IAEE will be working actively to urge Congress to enact its provisions. The time to act is now because every day that passes reinforces the incorrect belief that the U.S. no longer welcomes foreign visitors.

Senator Daniel K. Inouye (D) of Hawaii, chairman of the Senate Commerce Committee, and Senator Byron L. Dorgan (D) of North Dakota, chairman of the tourism subcommittee, have both indicated that they support new legislation similar to that called for in the Discover America Partnership. IAEE is contacting both and is also alerting members to prepare to contact their Congressional representatives as soon as legislation has been drafted and introduced. For more info, visit: www.iaee.com or www.poweroftravel.org.

CEIR Offers Early Discount on Upcoming Index

The Center for Exhibition Research (CEIR) will release the fourth edition of the CEIR Exhibition Industry Index in April 2007. The CEIR Index provides an objective measure of exhibition performance over a six-year period, from baseline year of 2000 and each year forward to 2006.

Sponsored by The Jordan Edmiston Group, Inc. and Trade Show Executive magazine, the CEIR Index measures exhibition industry performance in 11 key industry sectors. Charts, graphs and data analysis allow readers to compare their organization's exhibitions and events to others, as well as use the information in all planning phases of their events.

Order your copy of the 4th Annual CEIR Index by March 15, 2007 to receive a 15 % discount.

For more information visit www.ceir.org or pre-order your copy at: www.tradeshowexecutive.com.

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CEM On-Location (Washington, DC) Course Schedule

June 13, 2007

Floor Plans & Layouts - On Location
Project Management - On Location

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Floor Plans & Layouts (Mandatory)

Setting up an exhibition and laying out booths is a tedious, yet an important process. Learn the seven important elements necessary to create a floor plan, and how to use them to design the best manageable floor plan for an exhibition for both attendees and exhibitors.

Project Management (Mandatory)

Effective and smart project management is essential to produce a successful event. Learn the major elements in the process, while fine-tuning project mission, goals, objectives, and project schedule. A key component of the program is identifying the requirements to properly manage and motivate a project management team.

**Congratulations to
Our Chapter's
Newest CEMs**

Congratulations to the following three DC Chapter members for recently earning their Certified in Exhibition Management (CEM) designation:

Tammy Berger, CEM

Exhibits Manager

International Association of Chiefs of Police

Jeffrey Casper, CEM

Director of Sales & Corporate Relations

The American Occupational Therapy Association

Shannon Burch, CEM

Manager of Exhibitions
ASIS International



Don't Miss Destinations Showcase Washington
Thursday, March 1, 2007 at the Washington Convention Center.

This is the Mid-Atlantic's largest event offering qualified convention and trade show organizers an *exclusive* opportunity to meet face-to-face with more than 200 CVBs – in one place, at one time.

Destinations Showcase Conference & Expo is open to qualified meeting planners and trade show organizers only. Those affiliated with a hotel, meeting facility, conference/convention center, non-exhibiting CVB, chamber of commerce, or other industry supplier are not eligible for attendee admission.

Expand your industry knowledge and **earn CMP credits** during your choice of several education sessions presented by leading experts:

- Adding Value: A Meeting Planner's Role in Fundraising
- Green Meetings: You Can Make a Difference
- International Meetings: Managing Your Fear of the Unknown
- Legal Matters: Contract Tips & Trends
- Professional Certification: Obtaining CMP Status
- Saving Time & Improving Results: Working With Your CVB
- Technology Toolkit: APEX in Operation
- The Value Proposition: Rates, Dates & Video Tapes
- Venue Options: The Meetings Market

plus additional sessions . . .

For more information, visit: www.destinationsshowcase.com

ON-SITE registration is \$30. Download a registration form (PDF) from the site and bring the completed form with you to the convention center.

Age Policy: Due to liability restrictions, no one under the age of 18, including infants and toddlers, will be permitted to attend Destinations Showcase or to enter the exhibit hall at any time.

The IAEE DC Chapter will be exhibiting at Destinations Showcase.
Stop by Booth #504
for information, or just to visit with local chapter members.

A vertical rectangular advertisement for Brede Exposition Services. The background is dark blue. At the top, the word "Brede" is written in a large, white, sans-serif font. In the center, the text "Still focused on the same goals..." is displayed in a large, white, bold, sans-serif font. Below that, the word "Yours." is written in a large, white, bold, sans-serif font. At the bottom, the "Brede" logo is shown again with the words "EXPOSITION SERVICES" in smaller letters next to it. Below the logo, the text "serving the trade show industry for over 100 years." is written in a small, white, sans-serif font. At the very bottom, the phone number "1-800-753-EXPO" is written in a white, sans-serif font.

Shooters

Expovision, Inc., recently appointed **Beth Hays Kepnes, CEM, CMP** as Director of Sales and Marketing. Beth will be tasked with guiding and driving the sales and marketing efforts for Expovision across the convention and trade show industry.

Beth has more than 12 years of professional experience in the convention and trade show industry for non-profit associations. She was previously National Sales Manager for GES Exposition Services.

Have you recently been promoted, changed jobs or received an award? If you have news to share with the IAEE DC Chapter, **please send an e-mail to Valerie Carrico at: valerie@carrico.net**. Your announcement will appear in a "Shooters" listing in a future issue of *Show Buzz*.

Sponsorships Available

Sponsorships are available for various IAEE DC Chapter programs and events in 2007. What a great way to support your Chapter while gaining recognition for your company.

Interested in a sponsorship? Please contact Michael Currier, IAEE DC Director of Advertising & Sponsorships at: 202.266.8689 or email: mcurrier@nahb.com.

2007 DC Chapter Calendar

Save the Dates

March 9

Chapter SUPER SESSION

April (date tbd)

Chapter Networking Event

May 11

Chapter Luncheon Program

June 8

Chapter Luncheon Program

July or August (date tbd)

Fun Day

August 1

Program with TSEA

September 14

Chapter Luncheon Program

October 12

Chapter Luncheon Program

November 16

Chapter Luncheon Program

December (date tbd)

The Mix Holiday Party

For more details, visit the DC Chapter
site at: www.dc.iaee.com



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DC Chapter Logo Contest

It's time for a makeover. Our new association name, International Association of Exhibitions and Events (IAEE), provides a great opportunity to redesign the chapter logo. The DC Chapter is challenging members to show off their creativity with a logo design contest. Take part in this exciting challenge and help usher in our new name!

What do you think makes a great logo to represent our region and IAEE? Showcase your style and design skills to provide the chapter with a new look.

The winning logo will be announced at the April chapter event. The winning company and the individual will be recognized on the chapter website, in *Show Buzz*, in an email to members and at the April event.

The Rules

- You must be an IAEE DC Chapter member to participate.
- You may enter as an individual on behalf of your organization.
- You may enter as many times as you like.
- The logo should work as a companion to the new IAEE logo.
- The logo may be 2-color or 4-color process.
- Please keep in mind the logo will be used on signage, in print materials and online. It may have to occasionally be used as a 1 or 2-color graphic.
- Any image or illustration used in the graphic must be royalty free.
- IAEE retains the rights to use the logo for an unlimited time period in print materials, electronic materials and online.

Your entry should include the following:

- The logo in a high resolution eps file format for use in print materials
- The logo in a low resolution or web optimized jpg or gif file format for distribution to the judges
- Your company logo in a high resolution eps file format for use in print materials
- Your contact info including: name, title, company, phone number and email address.

Entry Deadline: March 30, 2007

Please send it to: Catherine Zipf, Chapter Marketing Director, at: czipf@infocomm.org. If the file is larger than 5 MBs, please send it to: iaeedc@hotmail.com. Questions? Call Catherine at: 703.279.6384.



*When the choice must be based on
QUALITY*

Washington (301) 621-4105
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Show Buzz

IAEE Washington, DC Chapter
c/o Mark R. Salesses, Director of Membership
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