



# Show Buzz

## 7 Ways to be a Perfect Client

By Kathryn Tidyman, IAEM Member  
Senior Copywriter, Fixation Marketing

At some point, you may realize that promoting your event requires more time and expertise than your busy, capable staff can give. Keep these tips in mind when you do, and everyone will benefit.

### 1. Make it your choice.

If someone in your organization wants you to use “their” agency, push back. Ask if you can include “their” agency in your selection process and judge it by the same criteria you are using to judge all other agencies.

If you have to accept someone else's pet firm, you may resent it, and resentment can affect the relationship, no matter how good the agency is. If “their” agency is really a winner, you'll see it.

### 2. Work with a partner, not a vendor.

If you treat your agency reps like partners, they'll move mountains to help you reach your goal. If you treat them like a vendor, you may be tempted to blame them when you don't reach your goals. And they will not be much interested in moving any more mountains for you.

### 3. Accept that your agency knows things you don't know, and vice versa.

Select a firm that knows more about trade show marketing than you do. You'll know more about your event, your industry, and your audiences than the firm will. Together, you'll come up with your best campaign ever.

### 4. Be honest and frank.

If you can let your partners know what's going on in your organization, they'll find more ways to help. Encourage them to be honest with you. If you want them to tell you only what you want to hear, you won't end up with their best work.

### 5. Be open-minded.

Your creative team *should* come up with ideas you never would have dreamed of. If you don't understand why they did something, ask them to explain it – to sell it to you if need be. If they've convinced you, but you're still feeling uncomfortable, it's a good sign you're moving forward into an exciting new realm.

### 6. Don't nickel and dime them.

An agency will bill you for the hours its staff spends on your account: in meetings, on the phone, writing, designing, and more. An agency's accounts have to be profitable, or the agency won't stay in business. If you ask your agency to give away too much of its time, your account will be unprofitable. If you have a problem with a bill, call your rep and discuss it. That's what partners do.

### 7. Be careful of what you ask for.

If you are spending big bucks with an agency, you can expect more “favors” or “freebies.” Why? Because if your account is profitable, the agency will want to keep you happy, and they'll be able to help you out occasionally on projects that are truly under funded. But don't expect the same level of favors or freebies from an agency that is only getting an occasional project – they just can't afford it.

A Newsletter of the Washington, DC Chapter of the  
International Association for Exhibition Management

November 2006

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*Penny Parr, CEM, CMP*

Dear fellow members: I am honored to have had this opportunity to serve this phenomenal Chapter of IAEM as Chair this past year, as it has been both personally and professionally rewarding. It's hard to believe this is my last column...the term has just flown by! For my part, I would like to extend a very special thank you to our dynamic Board of Directors, who have served so earnestly and have played a key role in the success of the Chapter. Their dedication and commitment to making our members' "Chapter experience" an ultimately rewarding one, is second to none.

To single out one over another would not be fair, as each has contributed fully and with their whole heart. David Coray, Kelly Kilga, Susan Bennett, John Floyd, Michael Currier, Nancy DeBrosse, Kimberly Newell, Mary Beth Baluta and Kristen Mulvaney have all been instrumental in making this year an incredibly rewarding one by how they have served our Chapter. And of course, Robin Preston, past chair. Her wisdom, support and friendship have been greatly appreciated.

As a Board, we endeavored to encourage the spirit of volunteerism within the Chapter and, in turn, enhance the opportunities we offer to get involved. As such, I would like to recognize a few who went above and beyond, giving their time and energy to any task set before them. Laura Larson CEM, Mark Salesses, April Key and Lenay Gore - who was awarded the Chairman's Award for her contribution. We had some lofty goals we set before ourselves this year and met them all, due in no small part to their efforts.

Also, as you know, the success of the DC Chapter is due in large part to the support we receive from our sponsors and advertisers. Please be sure to review who has lent their support to our Chapter in a very real way and try them on for size when you can. You'll be glad you did. You can find the list on page 11.

This year, as a Chapter we sought to lay stronger groundwork for our programs to thrive under. The goals we set before us were almost grassroots in nature. And though much of what a Board accomplishes within a year is built upon the building blocks of Boards past, we sought new avenues to continue in their successful legacy and to answer this year's Chapter charge of "Building Community." Some of the ways in which we answered that charge, in addition to offering pertinent and varied programming throughout the year, included:

- Created a New Membership Outreach Delegation, or MOD Squad to reach out and touch our newest members.
- Increased the visibility of our Chapter by participating in the Leadership Conference, the Professional Developers Conference, Destinations Showcase and Springtime.
- Partnered with a new member, ListeNation to enhance our reach of information to our members.
- Increased the involvement opportunities for volunteers.
- Sought out and acquired new sponsorships, new involvement.
- Completed a membership blitz to encourage new membership.
- Created and sent to our members a PDF version member directory.
- Created and implemented a new CEM scholarship program, designed to help many in our Chapter obtain financial assistance for required modules.
- Updated the look and expanded the content of Show Buzz.
- Created a new booth for the Chapter to enhance our Chapter brand.
- Identified and contributed to a new charity – The Boys and Girls Club of Washington, DC.
- And ultimately, in conjunction with the new dues structure, assisted in building our Chapter membership to 826 active members.

Though the above are just some highlights, progress moves forward and we already have some pretty spectacular plans in the works for next year. We can make them even better with your involvement, so plan on sharing your passion this coming year with this great affiliation.

As I close, I hope you will join me in welcoming the incoming 2007 Chair, David Coray, CEM; Vice Chair, Nancy DeBrosse; new Board members: Director, Marketing, Catherine Zipf; Director, Membership, Mark Salesses and Treasurer, Jack Chalden, as well as all returning Board members. You will find the complete list on page 7. They are already hard at work, plotting and planning to bring programs and events of distinction to our Chapter. I know you will help support them with your ideas and time.

Again, I want to thank you all for your input and support this past year and hope that you will continue to help to make a difference to the DC Chapter by your participation and commitment to making this Chapter the best it can be.



## Washington, DC Chapter 2006 Board of Directors

*IAEM Mission Statement: IAEM promotes the unique value of exhibitions and similar events and is the principal resource for those who plan, produce and service the industry. - Adopted Sept. 2004*

**Chair - Penny Parr, CEM, CMP**, Brede Expositions, pparr@brede.com; **Vice Chair - David Coray, CEM**, Optical Society of America, dcoray@osa.org; **Past Chair - Robin Preston, CEM**, National School Boards Association, rpreston@nsba.org; **Secretary - Kelly Kilga, CEM**, Graphic Arts Show Company, Inc., Kkilga@gasc.org; **Treasurer - John Floyd**, Airways Freight Corporation, jfloyd@airwaysfreight.com; **Director, Marketing - Nancy DeBrosse**, Projection Presentation Technology, ndebrosse@projection.com; **Director, Membership - Mark Salesses**, AGS Exposition Services, msalesses@ags-expo.com; **Director, Programs - Kimberly Newell, CEM**, Mortgage Bankers Association, KNewell@mortgagebankers.org; **Director, Advertising & Sponsorships - Michael Currier**, National Association of Home Builders, mcurrier@nahb.com; **Director, Special Events - Susan Bennett**, ExpoExchange, susan.bennett@expoexchange.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 for Exhibition Management (IAEM). Editor & Designer: Valerie Carrico, The Write Company, valerie@carrico.net

# Mark November 17 on Your Calendar for the DC Chapter's Last Luncheon of the Year

**EVENT:** IAEM Washington, DC Chapter Luncheon Program  
"Who We Are and What Keeps Us Up at Night?"  
Friday, November 17, 2006

## GOLD SPONSOR:



**SPEAKERS:** Sam Lippman, President, integrated show management & marketing (ism<sup>2</sup>) and Toby Palmer, Director of Exhibition Research and Audits, Veris Consulting

**DESCRIPTION:** Attend this session and learn how you and your show(s) compare to other IAEM Washington, DC Chapter show managers and their shows.

Benefit from the latest research conducted by Veris Consulting and Sam Lippman that reveals:

- Who we are by title; number of shows we produce; and the size of our staff;
- Our work load and travel schedule and how we feel about them;
- Our biggest professional and personal challenges;
- And what we are changing about our shows.

**But to make this work we need your help! What you get from this session is directly related to the number of IAEM DC Chapter Exhibition Manager members that complete the survey.**

**Please go to this link and take the survey now:**  
<http://secure2.verisconsulting.com/IAEM/2006/>.

Then join us November 17 and get your own copy of this survey's results.

**LOCATION:** Smith & Wollensky, 1112 19th St., NW  
Washington, DC - Valet parking only

**CLOSEST METRO:** Red Line: Dupont Circle Metro  
Orange/Blue Line: Farragut North

**TIME:** 11:45 am - 12:30 pm: Registration & Networking Reception  
12:30 pm - 2:00 pm: Luncheon & Program

**REGISTER::** [www.dcchapter.iaem.org](http://www.dcchapter.iaem.org) or call IAEM  
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# Welcome New DC Chapter Members

**American Society for Microbiology:** Jason Eggeston, Nancy Elder, Carrie Morin, Lisa Nalker, Audrey Senn

**American Traffic Safety Services Association:** Lisa R. Kenney, Kathy Toney, Lori Wilcox

**American Urological Association:** Sarah Reilly, Michelle Zinnert

**Association of Fundraising Professionals:** Joseph Ortega, Lynn Smith, CMP, Shannon M. Watson

**B-FOR/Bieneck International, Inc.:** Michael Walsh

**Big Image Graphics:** Paul Davis, Billy Johnston, Meena Khalili, Carole Todd

**CompuSystems, Inc.:** Charles Quick

**Convention Management Group, Inc.:** Ray Luca, John Russell, Camille Stern

**Experient:** Michael Godsey

**Fixation Marketing:** Alex George

**Freeman:** Charlie Hall

**Goodwill Industries International, Inc.:** Rick Nelson

**Hampton Convention & Visitors Bureau:** Lacy Gibson, Michelle Hergenrother, Kim Kinard, Jamie Mitchell

**Hampton Roads Convention Center (SMG):** Sallie Grant DiVenuti

**Heart Rhythm Society:** Toni Rae Broton, Loraine Coleman, Maggie Domond, Melissa Macuci

**INFOCOMM International:** Yvette Dalka, Patty Hashmi

**International Association of Chiefs of Police:** Allison Duysen, Juanita Ward

**National Association of Home Builders:** Geoff Cassidy

**National Recreation & Park Association:** Jennifer Hoyer, Mallory Welch

**Newspaper Association of America:** Michele Liston, Heather Rhoderick, Georgia Smith, Cheryl Tishman

**Optical Society of America:** Deborah A. Brice, CMP, Ellen Shortill

**Puerto Rico Convention Bureau:** Jennifer Logsdon, Craig Rice, Ilecia L. Williams, Scott Williamson

**The Map Network:** Monique J. Helstrom

**United Communications Group:** Kendall Stoddard

**VERIS Consulting LLC:** Sara Lewis, Kathleen Lewis-Workman, Candis Roby, Ian Santo-Domingo, Neil Timmerman, Carol Ward, Libby Wile

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# Members at the Chapter's September Annual Meeting



# The Exhibition Industry – How Are We Doing?



At the IAEM DC Chapter's September 8 Annual Meeting, Douglas Ducate, President and CEO of the Center for Exhibition Industry Research (CEIR), presented very insightful and thought-provoking research in the Industry Update. Some of the valuable

information is recapped here for those members who did not attend.

**For the first time in history, according to American Business Media (ABM) exhibitions were the number one marketing choice in 2005.**

For the 100 years ABM has tracked marketing expenditures, print advertising was number one.

Being number one creates a burden to continue to prove value. Never forget we are only as good as our last event. Fail to deliver value and you can fall fast. We all fall a lot faster than we climb so our goal needs to be to stay on top.

## Forecast

The forecast for the exhibition industry is positive – barring recession or world conflicts impacting travel, etc. By the end of 2005, the overall exhibition industry was at pre-2000 level in all four metrics measured: net square feet sold, professional attendance, number of exhibiting companies, and revenue.

## Communication

You need to convey a message, not just words. Words are subject to interpretation so we always need to be sure the message was heard.

## How Will We Do In The Future?

There is a customer centric (vs. product centric) focus now in all industries. Event organizers are having to spend more time with exhibitors and understand why companies are exhibiting and what they can do to help insure performance.

Visual is here to stay and the under 40 power buyers that are the visual age are becoming more influential every year. Exhibiting companies need to appeal to both the verbal and the visual people and that is not an easy task.

Flat vs. Round has not impacted B to B as much as we thought. People are getting more and more immune to where something is made. The key is, does it work and is it a good value price-wise?

## Consolidation

We thought we had already experienced this but the trend just keeps growing and expanding. Fewer manufacturers means fewer choices.

## Horizontal is Historical – Vertical is Visionary

In some industries (not all) vertical is the definite trend. Health care is the best and oldest example but IT is developing along those lines.

Some industries will always have their large horizontal flagship shows. Others may forego the giant mega-event for a cozier vertical event.

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# Introducing the 2007 IAEMDC Chapter Board of Directors

## CHAIR

**David Coray, CEM** (2007)  
Senior Manager, Exhibit Operations  
Optical Society of America

## VICE CHAIR

**Nancy DeBrosse** (2007)  
Corporate Vice President, Marketing & Communications  
Projection Presentation Technology

## IMMEDIATE PAST CHAIR

**Penny Parr, CEM, CMP** (2007)  
National Sales Executive  
Brede Exposition Services

## SECRETARY

**Kelly Kilga, CEM** (2007)  
Director, Operations  
Graphic Arts Show Company, Inc.

## TREASURER

**Jack Chalden** (2007 - 2008)  
Vice President, Industry Relations  
BDMetrics, Inc.

## DIRECTOR, MARKETING

**Catherine Zipf** (2007 - 2008)  
Director, Marketing  
InfoComm International

## DIRECTOR, MEMBERSHIP

**Mark R. Salesses** (2007 - 2008)  
Executive Vice President, National Sales  
AGS Exposition Services

## DIRECTOR, PROGRAMS

**Kimberly Newell, CEM** (2007)  
Manager, Exhibits & Sales - Conferences & Meetings  
Mortgage Bankers Association

## DIRECTOR, SPECIAL EVENTS

**Susan Bennett** (2007)  
Vice President, Sales & Account Management  
Conferon Global Services

## DIRECTOR, SPONSORSHIPS & ADVERTISING

**Michael Currier** (2007)  
Assistant Vice President, Exposition & Advertising Sales  
National Association of Home Builders

Thank You Penny Parr for your incredible service  
and leadership as our Chapter Chair this year.  
Your hard work, dedication, expertise, and time  
were most appreciated!

# Industry News

## 120,000 Hotel Rooms Added in the U.S.

Based upon information recently released by PricewaterhouseCoopers (PWC), it will be a seller's market for U.S. hotel rooms for some time to come despite the record number of new hotel rooms that have been added to inventory.

According to PWC, about 120,000 new hotel rooms will be added this year in the U.S. which far exceeds the average annual number for the last 25 years which has been about 80,000 a year. Exhibition and event planners can continue to expect much less room rate elasticity in the two or three years ahead. Couple this with airline industry challenges, and the planner's tasks loom difficult at best.

## Amendment to Delay New Border Travel Requirements

Sen. Norm Coleman, R-Minn., along with Sens. Byron Dorgan (D-ND), Susan Collins (R-ME), Debbie Stabenow (D-MI), Olympia Snowe (R-ME) and James Jeffords (I-VT) introduced an amendment to the Department of Homeland Security appropriations bill to expand the types, availability and affordability of documents citizens can use as an alternative to passports to meet the requirements of the Western Hemisphere Travel Initiative (WHTI). The Coleman amendment to the DHS appropriations bill adds additional elements to language in the bill secured by Senators Leahy (D-VT) and Stevens (R-AK) during the Appropriation Committee's consideration of the legislation. The Leahy-Stevens provisions, based in large part on Coleman's prior work on WHTI, delay the implementation of the initiative by 18 months, or fewer if a number of conditions can be met ahead of time.

The WHTI will require all travelers, including U.S. citizens, to and from Canada, the Americas, and the Caribbean, to have a passport or other accepted document that establishes the bearer's identity and nationality to enter or re-enter the United States. This is a change from prior travel requirements. The proposed changes were originally scheduled to go into effect by December 31, 2007.

## Exhibition Industry (continued from page 6)

### Technology

While the exhibition industry has come a long way since the 3x5 card days, we still have a ways to go when it comes to using new technology tools. This applies not only to communicating with exhibiting companies and attendees but more importantly using technology to enhance the overall experience and add value for both. Most exhibitions own huge volumes of data about buyers and sellers that they don't use.

We need to be alert to what other industries are doing and how they are doing it, then mimic the techniques that work.

### New Launches

Four reasons why we can expect new launches to make news this next year: entrepreneurs released, economics favorable, economy favorable, and marketing budgets are increasing.

With the addition of a lot of new exhibit space, it is a buyers market so in many areas that is conducive to launching events at a lower sunk cost.

As we say in the oil and gas industry, "the dry hole economics are more favorable."

*The IAEM DC Chapter would like to thank Doug again for this most informative presentation.*

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# DC Chapter Member, Dan Cole is Recipient of IAEM Award

IAEM announced this year's recipients of the IAEM Individual Awards. IAEM's awards program recognizes professionals who have made outstanding contributions to the exhibition and events industry. The winners will be honored during the Opening General Session & Awards Presentation to be held November 28, 2006 during Expo! Expo! IAEM's Annual Meeting & Exhibition in San Diego, Calif.

IAEM DC Chapter member, **Dan Cole, CEM**, vice president of sales and business development of the Consumer Electronics Association/CES is this year's recipient of the Outstanding Achievement in Marketing & Sales, Show Management Award. Congratulations, Dan!

This award recognizes outstanding achievement by show management in marketing and sales activities such as total event revenue and profit, attendance, exhibit space sales, advertising revenue and sponsorship revenue. Merit is based on achievement of defined objectives, including measurable comparable metrics.

# Congratulations to Our Chapter's Newest CEMs

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

## **Elaine Carle, CEM**

Learning Events Specialist  
Goodwill Industries International, Inc.

## **Robert Colvin, CEM**

Vice President, Strategic Accounts  
Experient

## **Tonia Rice, CEM**

Meetings Manager, Exhibits  
Biotechnology Industry Organization

## **Becky Stanley, CEM**

Director, Marketing Communications  
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# 2006 Calendar

November 17

**IAEM DC Chapter Luncheon Program**  
"Who We Are and What Keeps Us Up at Night?"  
Smith & Wollensky, Washington, DC

GOLD SPONSOR: Brede Exposition Services

Don't miss the last Chapter luncheon of the year!

November 28-30

**Expo! Expo! IAEM's Annual Meeting & Exhibition**  
San Diego, CA

This is the single, face-to-face meeting in the exhibition industry that offers a wealth of education sessions and networking opportunities designed to enrich your personal and professional career.

December 6

**The Mix Holiday Party**  
Renaissance Hotel, Washington, DC

Mark your calendar for *the* industry party of the year!

## Congratulations to Scholarship Recipients

The IAEM DC Chapter has awarded two CEM scholarships.

Congratulations to:

**Martha Haborak**  
Senior Operations Manager  
National Trade Productions

**Mariella Ley**  
Operations Manager  
Electronic Entertainment Expo

The new CEM scholarship program is designed to help individuals with the financial aspect of obtaining their CEM designation.

The scholarships cover the cost of one module and exam.

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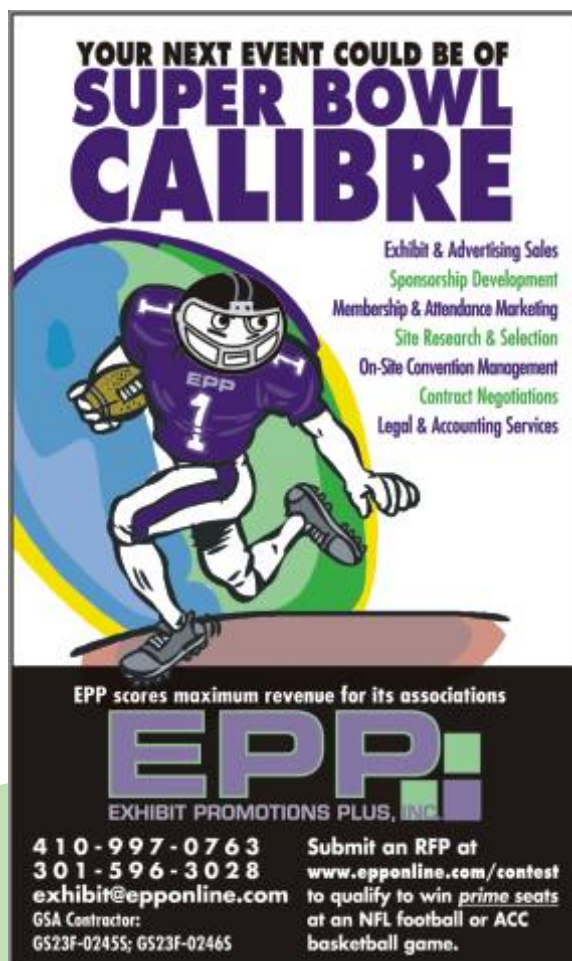
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This year we were really trying to encourage the spirit of volunteerism and enhance the opportunities we offer as a Chapter to get involved. Special thanks to the following individuals for heeding that call:

**Jerome Bruce**  
**Pat Fallon**  
**April Key**  
**Laura Larson**  
**Betsy McWhirt**  
**Karen Miller**  
**Mark Salesses**  
**Kathryn Tidyman**

### Chairman's Award

Congratulations and thank you again to **Lenay Gore** – recipient of the Chairman's Award. This is a very special award for the Chapter member who consistently has gone beyond the call of duty to assist the Chapter's efforts. No matter how busy they were, they always made the time in their schedule to fulfill their volunteer commitment & put the Chapter's needs "first." Lenay will be receiving a free registration to Expo! Expo!



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