

ET IAEE SE

The Expo Times

Where the Southeast comes together

Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee

June Chapter Educational Luncheon - 6/26/14

Attendee Growth & Social Media: A Panel Discussion



Recap of April Chapter
Luncheon

State of the Industry

Upcoming Events

- *CEM Course in Event Operations*
- *Jenny Melton Father's Day Run*
- *2014 SE Classic - Savannah, GA*
- *Jenny Melton Memorial Golf
Tournament*



*David DuBois, CMP, CAE, FASAE, CTA,
President, IAEE*

View From The Chair

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I encourage all of you to take advantage of the programs for education and networking offered by the Chapter. The Board has been working on informative content for our Chapter events. As it is the Year of Hand Raising, I hope that you have decided to volunteer and help the Chapter and join one of the committees. There is a committee looking for your experience and vision. All of you from the February meeting, remember, you raised your hand – join a team. We know you have limited time and we will respect that – give the committee a try.



Our February Chapter Educational Luncheon was great. Re-Energizing Your Event with Behavior Science, presented by Melinda Kendall, VP Business Solutions, from Freeman really left us with ideas on how to jazz up our events. If you attended and are interested in the PowerPoint slides, contact the Chapter Office.

The April Chapter Educational Luncheon – The State of the Industry was presented by David Dubois, IAEE President. It was exciting to have him join us and update us on what is happening throughout the industry. Thanks to the sponsorship of the Atlanta Convention & Visitors Bureau and the Georgia World Congress Center, the 20 under 30 Young Professional Meeting Planner/Show Organizer, could attend the meeting AT NO COST. In addition, the Chapter provided a discounted rate for the 20 under 30 Vendor Young Professionals.

The Summer Classic is really coming together thanks to the leadership of our Classic Chair this year, Bob Hancock. Bob and the Board have assembled a great mix of educational sessions and networking opportunities for this year's event. We are headed to Savannah from July 31 to August 2 – The Westin Savannah Harbor Resort and the Savannah International Trade & Convention Center are the wonderful hosts.

I cannot believe it is already April and Spring. I hope you are all well and looking forward to what this summer will bring! Mark your calendar to attend the CEM Class we are hosting this June. It is being co-located with our June meeting, June 26.

Kristin Barranger, CEM
ASME International Gas Turbine Institute

2014 IAEE SE Chapter Board of Directors

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Jenny Melton 2014 Scholarship Recipient



On behalf of Butch and Josie Melton and the IAEE SE Chapter, we would like to congratulate the 2014 Jenny Melton Scholarship Recipient, Jake Mosley. Jake is the son of IAEE SE member Jodie Mosley, Surf Expo/Emerald Expositions.

Jake is a graduating senior from The Wesleyan School. Jake's high school career has been a successful balance of academics, sports, community service and work. He participated in high school wrestling (serving as team

captain), lacrosse and water polo, league sports: basketball and baseball, volunteered at a variety of community service activities all while maintaining a managerial work position during the school year. Jake is also a passionate outdoorsman and enjoys spending any free time hunting and fishing. He will be attending Georgia College and State University next fall where he plans to focus on a major in business management.



THE JENNY MELTON FOUNDATION



In order for the Jenny Melton Foundation to continue granting college scholarships, it must raise money. The Foundation and the SE Chapter hold 2 annual events to help support the JMF, [The Jenny Melton Memorial 5k](#) and [The Jenny Melton Memorial Golf Tournament](#).

To date the Foundation has bestowed more than 90 scholarships, so please mark your calendars to join us at each of these events and continue the legacy of Jenny.

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If you would like to contribute an article to an upcoming edition of The EXPO TIMES newsletter, please contact the committee. Below is the deadline for the upcoming 2014 newsletter:

June 2014 Newsletter

Deadline: May 14, 2014

SE Chapter Calendar 2014

JUNE 2014

14: [Jenny Melton Father's Day Run](#)

Location: Gainesville College

26: Board Meeting &

26: [CEM Course](#) – Event Operations, Sheraton Atlanta

Location: Sheraton Atlanta

JULY 2014

JULY 31 - AUGUST 2, 2014 - [23rd Annual SE CLASSIC](#)

Location: Savannah, GA

AUGUST 2014

25: [12th Annual Jenny Melton Memorial Golf Tournament](#)

Location: Chateau Élan

OCTOBER 2014

23: Board Meeting & [Chapter Educational Luncheon](#)

Location: Cobb Galleria Centre

DECEMBER 2014

4: Board Planning Meeting & [Chapter Holiday Luncheon](#)

Location: TBA

9: SE Chapter GRITZ Reception

9-11: EXPO! EXPO!

Location: Los Angeles, CA



April 17, 2014 Recap of Chapter Meeting



The SE Chapter was excited to have IAAE President, David DuBois speak on the State of the Industry at our April luncheon. We had our highest attendance rate for the year with over 100 industry professionals coming out in support of our speaker. David provided quality insight on industry trends and how IAAE is making its mark. A special thank you to our venue host, the Georgia World Congress Center & Levy and to all that attended. We look forward to seeing you in June!



SE CHAPTER SUPPORTS 20 Under 30



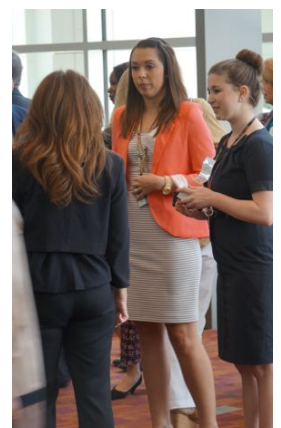
The IAAE Southeast Chapter luncheon in April was the largest of the year! As a young professional, it was great to hear about the new Chapter initiatives to encourage greater participation from the younger community in IAAE. The 20 under 30 program was a hit,

and the Chapter recognized the YPs in attendance!

We would like to thank the Atlanta Convention & Visitors Bureau and the Georgia World Congress Center for sponsoring the 20 under 30 initiative for April & June. Sponsorships opportunities are available for October and December 2014, for more information, please contact Tami at the Executive Office, info@iaeese.org or 770-435-5287.



Photos courtesy of John Morris, ASME





Topic: **Attendee Growth & Social Media**

Speaker: Panel Discussion

Location: Sheraton Atlanta

With attendee growth a top priority for every show organizer, come join us on Thursday 26th at the Sheraton Atlanta to learn about proven attendee acquisition and engagement strategies from leading show organizers and suppliers in our chapter. This panel discussion will focus on the importance

of leveraging a sound social media strategy to extend your brand and create engagement through an online conversation with your market, all while driving new attendee opportunities.

NOTE: [CEM Course in Event Operations](#) is being offered. Go to the CEM, join us for lunch and complete your CEM course....all at the same location. Discount on Lunch for those attending CEM!

REGISTRATION INFORMATION:

SPECIAL RATE: 20 Under 30

Planner/Organizer: FREE (first 20 under age 30 to register)

Supplier/Vendor: \$25 (first 20 under age 30 to register)

Member: \$35 until 6/23/14

Receive \$10 off each additional registration in a group.

Students: \$10

Guest: \$50 until 6/23/14

Member: \$45 6/23/14 and after

Guest: \$60 6/23/14 and after

Details:

- Vegetarian meals must be specified in advance.
- No shows will be charged.
- Walk ups are seated based on availability
- Cancellations must be in writing.

NO REFUNDS AFTER 6/23/14

NAME:					
COMPANY:					
BILLING ADDRESS:					
CITY:		STATE:		ZIP:	
PHONE:		FAX:			
EMAIL:					
CASH	CHECK	VISA	MASTERCARD	AMEX	DISCOVER
TOTAL AMOUNT DUE:					
NAME ON CARD:			SEC:		
CARD NUMBER:			EXP DATE:		
SIGNATURE:					
RETURN TO: IAEE SE CHAPTER 1260 WINCHESTER PARKWAY, SE, SUITE 205 SMYRNA, GEORGIA 30080-6546 PHONE: 770-435-5287 FAX: 770-433-2907 EMAIL: INFO@IAEESSE.ORG					

EVENT LOGISTICS

Date: June 26, 2014

Location: Sheraton Atlanta

Address: 165 Cortland St NE,
Atlanta, GA 30303

Room: TBD

Parking: TBD

VENUE SPONSOR:



AV SPONSOR



20 Under 30 Sponsors



Schedule:

8:30am – 11:45am – CEM Course
 11:15 am – 12:00pm – Registration/
 Networking
 12:00pm – 1:30pm – Lunch &
 Program
 1:30pm – Adjournment
 1:30pm – 5:00pm – CEM Course
 resumes

You can register online at:

www.iaeese.org

2014 Southeastern Classic



Make plans to attend the 23rd Annual Southeastern Classic
Thursday, July 31st – Sunday, August 2nd

The Southeastern Classic is the premier event for our industry in the Southeast and is the best place to share best practices and learn the latest industry trends. This year we are excited to be returning to Savannah, with the Classic taking place at the Westin Savannah Harbor Resort as well as the Savannah Trade & Convention Center.

Some of our planned sessions include:

- Our Keynote, Kathleen Ronald speaking to us on the topic of "Clutternomics"
- An update on our industry by Skip Cox, IAEE Chair
- Panel discussions on Startups and Launches and Bridging the Generational Gap
- An interactive roundtable discussion on 365 Community, how to remain relevant all year round.
- A social media discussion with Big Squid Interactive

In addition to this great educational programming, we will have a golf outing on Thursday, July 31st.

There is no better place than the Southeastern Classic to gain the education you need with the industry experts that can help you succeed. Plan ahead to register today at www.iaeese.org.

[Click here to register](#)



I look forward to
seeing y'all there!



Bob Hancock
2014 Classic Chair

IAEE UPCOMING EVENTS

Krakoff Leadership Institutes, August 2–5, 2014, Savannah, GA



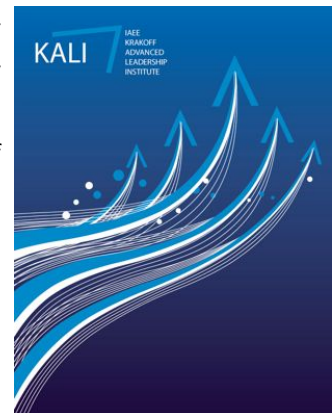
Good leaders are made not born.

There are certain things you must be, know, and do and these do not come naturally. Leaders are able to inspire and influence others to accomplish objectives and goals. Becoming an effective leader requires a relentless process of self-study, education, training, and experience.

IAEE provides a multiyear tailored education program for everyone who aspires to be involved with IAEE and obtain an industry or organizational leadership role. The multiyear education program includes the Krakoff Leadership Institute and the Krakoff Advanced Leadership Institute, which provide participants with the intelligence and connection they will need as tomorrow's industry leaders. Both programs offer emerging leaders the opportunity to learn from industry experts while enjoying the intimacy of a small group learning environment designed to build lasting relationships.

The Krakoff Leadership Institute brings together individuals interested in learning more about themselves so they can get involved and become effective strategists, contributors, facilitators and the innovators. This highly interactive curriculum integrates theory and practice to ensure institute participants leave capable of both thinking better and doing better. This program is designed for those with 3–5 years' experience in the industry. For more information: <http://www.iaee.com/events--education/krakoff-leadership-institute/>.

The Krakoff Advanced Leadership Institute brings together individuals interested in taking their leadership to the next level. Effective leaders continue to build constructive teams and strategies to carry your business goals from start to finish. If you have attended the KLI program, this is the next step in your leadership learning and you will automatically be accepted upon completion of the application. If you have not previously attended the KLI program, you can be considered for the program upon completion of the application and based upon demonstrated current leadership capabilities. For more information: <http://www.iaee.com/events--education/krakoff-advanced-leadership-institute/>



**9-11 DECEMBER 2014
LOS ANGELES, CALIF.**

IAEE Expo! Expo!
Annual Meeting & Exhibition 2014
Connect Here. Succeed Anywhere.

BE ORIGINAL. BE DARING. BE AHEAD OF THE CURVE.

GO & BE a Part of Something Big

Indicate Your Interest in Attending Expo! Expo! by Clicking [HERE](#) and We Will Send You Registration Details this Summer!

[2014 Schedule of Events](#)

[2014 General Information for Exhibitors](#)

IAEE's Advocacy Effort: Exhibitions Day on Capitol Hill – June 16 –17, 2014

Exhibitions Day, to be held on June 16–17 (in Washington, DC), continues to be developed and finalized with several achievable goals in sight. Our advisory committee met this past week and continued to provide advice to the IAEE staff. Please continue to promote this vital program and support registrations at www.exhibitionsday.org as we will have open registration until the first few days in June. Appointments on Capitol Hill will be made for every attendee who wishes to make calls on their hometown legislators on June 17th. An additional meeting has been scheduled with the U.S. Department of Commerce on Monday, June 16 to discuss their current International Buyers Program (IBP) and how our ongoing efforts can augment and help grow their important program.



IPPE 2015 at the Georgia World Congress Center to exceed 41,800 square meters



The 2015 International Production & Processing Expo (IPPE) is expected to exceed 41,800 square meters (450,000 net square feet) with more than 28,000 attendees and 1,200 exhibitors. To accommodate this increase, IPPE has expanded into C-Hall of the Georgia World Congress Center. This expansion will allow the show to accommodate demand for additional space needed by new and existing exhibitors. IPPE is the world's largest annual poultry, feed and meat industry event of its kind and ranked 38th in Trade Show News Network's 2013 Top 250 US Trade Shows. The event is sponsored by the US Poultry & Egg

Association (USPOULTRY), the American Feed Industry Association (AFIA) and the American Meat Institute (AMI).

IPPE will be held Tuesday through Thursday, January 27–29, 2015, at the Georgia World Congress Center in Atlanta, Ga. The expo will highlight the latest technology, equipment and services used in the production and processing of poultry, meat and feed products. IPPE will also feature dynamic education programs addressing current industry issues.



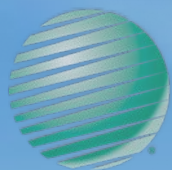
COBB GALLERIA CENTRE CELEBRATES 20TH ANNIVERSARY!



Cobb Galleria Centre, Atlanta's premier destination for conventions, meetings, and special events, is celebrating 20 years of successful operations. Opened in January 1994, Cobb Galleria Centre was the first convention facility in the country to combine exhibition and meeting space with a retail component and hotel in what was then considered a suburban location. Since that time, Cobb Galleria Centre has garnered both regional and national recognition.

From the beginning, Cobb Galleria Centre's mission was to enhance the quality of life and provide economic benefit to the community. Since opening in 1994, Cobb Galleria Centre has had an economic impact of \$1.8 billion on Cobb County and \$2.6 billion on the state of Georgia. Approximately 1,100 people are employed annually by the Centre and over 9.7 million people have attended 20,000 events.

A year-long 20th anniversary celebration is planned highlighting the venue's history and future showcasing major milestones and recognizing long-time customers, partners and employees.



International Association
of Exhibitions and Events™
Southeastern Chapter

Presents the

12th Annual

JENNY MELTON
FOUNDATION

Memorial Golf



Tournament

Monday, August 25, 2014

LOCATION:

The Legends @ Chateau Élan
5437 Legends Dr., Braselton, GA

SCHEDULE:

8:30AM- Registration & Breakfast
10AM - Shotgun Start
Noon - Lunch as you golf
3PM - 19th Hole Reception & Awards

FEES:

\$135 Individual Golfer - \$500 Foursome

Register online at: www.iaeese.org

**SPONSORSHIPS
AVAILABLE**

call 770-435-5287

Presents the 12th Annual
Jenny Melton Memorial Golf Tournament

Monday, August 25, 2014 - The Legends at Chateau Élan

SPONSORSHIP OPPORTUNITIES!

- ☐ HOLE SPONSORS includes signage \$200 each
- ☐ HOLE IN ONE SPONSOR includes signage **\$5K GRAND PRIZE** \$350 each
- ☐ 19th Hole RECEPTION \$500 each
Includes signage at the course, place giveaways in the carts and newsletter recognition.
- ☐ CONTINENTAL BREAKFAST \$350 each
Includes signage on the course and at the clubhouse, place giveaways in the carts
- ☐ DRINK CART includes signage \$400 each
- ☐ LUNCH SPONSOR \$250 each

Players Fee: \$135 individual \$500 Foursome
includes golf, range balls, cart, 2 drink tickets, lunch & reception

	Name	HDCP	Email
Player1			
Player 2			
Player 3			
Player 4			

Golf Registration Fee: _____ # Golfers x \$135 = \$ _____
Mulligans (limit 2 per golfer) _____ @ \$5.00 = \$ _____
Sponsorship Type/Amount _____ = \$ _____

NAME:
COMPANY:
BILLING ADDRESS:
CITY: STATE: ZIP:
PHONE: FAX:
EMAIL:
<input type="checkbox"/> CASH <input type="checkbox"/> CHECK <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMEX <input type="checkbox"/> DISCOVER
TOTAL AMOUNT DUE:
NAME ON CARD: SEC:
CARD NUMBER: EXP DATE:
SIGNATURE:
RETURN TO: IAEE SE CHAPTER 1260 WINCHESTER PARKWAY, SE, SUITE 205 SMYRNA, GEORGIA 30080-6546 PHONE: 770-435-5287 FAX: 770-433-2907 EMAIL: INFO@IAEESSE.ORG

THE
JENNY MELTON
FOUNDATION



EVENT DETAILS

Date: August 25, 2014
Location: The Legends @
Chateau Élan
Address: 5473 Legends Drive
Braselton, GA 30517

SCHEDULE:

8:30 am Registration
10:00 am Shotgun Start
12 noon Lunch as you golf
3:00 pm 19th Hole Reception

DIRECTIONS

- I 85 to Exit 126, then go west
- Proceed approximately 2 miles to the 3rd traffic signal (Thompson Mill Road)
- Turn left and proceed 3/4 mile to the "Chateau Élan Estates" entrance on left
- Guard will give directions from there and there will be signs leading the way

You can register online at:
www.iaee.org

**Credit cards will be processed
through IAEE SE Chapter.**

ATTENTION SUPPLIERS:
Bring your current or potential
clients to participate, this is a
GREAT networking opportunity
while raising money for a worthy
cause!

BECOME AN IAEE SE SPONSOR TODAY!

Consider becoming a sponsor of the IAEE Southeaster Chapter and leveraging the value of IAEE 's largest and most active chapter.

As a Chapter, we are committed to providing valuable educational programming, networking opportunities and entertaining social activities to our members. Helping companies and individuals solve the challenges of today's environment is second only to the Chapter's commitment to making sure you are welcomed and feel that your investment is mutually rewarding.

REASONS TO BE A CHAPTER SPONSOR!

SUPPORT the industry and the mutual opportunities provided by the IAEE Chapter and Southeastern Classic sponsorship DEVELOP business through networking and the advancement of your services and products

INCREASE your company's exposure to the leaders in the industry

LEVERAGE IAEE's Southeastern Chapter sponsorship to focus squarely on your company's core competencies while improving execution and delivery of your business strengths

EACH CHAPTER SPONSORSHIP LEVEL INCLUDES THE FOLLOWING BENEFITS:

- Distribution of promotional materials at meetings
- Sponsorship Ribbons for each company attendee at chapter events
- Logo and Sponsorship Level Recognition at Chapter Luncheons
- Rotating Banner signage on the website
- Inclusion in all Chapter e-blasts (25) IAEE's Southeastern Chapter and newsletter recognition · SUMMER CLASSIC Recognition through:
- Recognition in the Summer Classic program book
- Signage Recognition at the 2014 Savannah Summer Classic · Chair Drop of Promotional Material

To learn more on how to support not only the Chapter, but the SE Classic, Jenny Melton Golf Tournament, Young Professionals and the GRITZ Reception, please contact the Executive Office at info@iaeese.org or 770-435-5287.

Thank You 2014-15 Chapter Sponsors

PLATINUM

THE WESTIN
SAVANNAH HARBOR
GOLF RESORT & SPA

VISIT SAVANNAH
EST. 1733

CCR
EVENTS



F R E E M A N

GOLD

 **Atlanta**
Convention
Center
at AmericasMart

 **GEORGIA**
INTERNATIONAL
CONVENTION
CENTER



SILVER



BRONZE

EXPOPLUS

 **EMERALD**
EXPOSITIONS



KUEHNE+NAGEL

ONPEAK
high performance housing

