



The Expo Times

Where the Southeast comes together

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

Summer is in the air!

June Chapter Educational Luncheon - 6/26/14

**Attendee Growth & Social Media -
A Panel Discussion**

**2014 Southeastern Classic
July 31 - August 2, 2014
Savannah, Georgia**

Upcoming Events

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



View From The Chair

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Have you taken advantage of the programs for education and networking offered by the Chapter? Although it is almost summer and the year will continue to fly by, I encourage you to continue to find opportunities in your busy schedules to attend one of our Chapter events.

Registration is open for the June 26 Chapter Educational Luncheon – Attendee Growth & Social Media. If you have not already secured your seat, sign up today for the panel on attendee growth and how to leverage social media to extend your brand. If you are working toward your CEM or need recertification hours, we hope you consider taking the Event Operations course in Atlanta at the Sheraton. For a discounted rate, during your lunch break you can join us for this educational luncheon.

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. There are still sponsorship opportunities. I look forward to seeing you there!

Be sure to mark your calendar for the remaining Chapter events. The networking and education opportunities at these events is worth your time.

Summer events are underway. I wish you success with your personal and business events. Enjoy the summer with your family and friends and don't forget to sign up for our Summer and Fall events. Don't forget to join a [committee](#).



Best Regards,

Kristin Barranger, CEM
ASME International Gas Turbine Institute

2014 IAEE SE Chapter Board of Directors

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Jenny Melton 2014 Upcoming Events

THE JENNY MELTON FOUNDATION



The Jenny Melton Foundation was established in memory of IAEE SE member, Butch Melton's daughter. Jenny Melton, a West Hall High School senior who loved school and loved running on the track and cross country teams. She was in Beta Club and Spanish Club. She was the 2002 Homecoming queen and was anxiously awaiting to see if she had been accepted to Duke University.

Tragically, Jenny was killed in a single car accident on her way to school March 19, 2002. Jenny's death dealt a stunning blow to the community of Hall County and brought a community to a stand still for almost 3 days.

Jenny's legacy lives on through the Jenny Melton Foundation. The foundation keeps Jenny's memory working to help others do what she so wanted....to attend college!

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](#), June 14, 2014 and [The Jenny Melton Memorial Golf Tournament](#), August 25, 2014. 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:

October 2014 Newsletter

Deadline: September 12, 2014

SE Chapter Calendar 2014

JUNE 2014

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

Location: Gainesville College

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

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





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 Courtland St., NE
Atlanta, GA 30303

Room: TBD

Parking: \$5

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

The IAEE SE Chapter presents the
23rd Annual Southeastern Classic

Thursday, July 31 - Saturday, August 2, 2014

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.



Our speakers, facilitators and panelist include:



David Audrain, CEM
Exposition Development Co.



Kristin Barranger, CEM
ASME Int'l Gas Turbine Institute



Dirk Ebener
CIF Global



Stephanie Everett, CEM
Exposition Development Co.



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Big Squid Interactive



Sue McCart
HFI, LLC



Brianna Morris
Exposition Development Co.



John Morris
ASME



Brian Pagel
Emerald Expositions



Purvi Patel
Big Squid Interactive



Penny Sikalis
Emerald Expositions



Mark Sussman, CMP
Atlanta CVB



Jim Wulfekuhle
Int'l Woodworking Fair



Mark Zimmerman
GA World Congress Center

Keynote Speaker

Kathleen Ronald



"Business Growth Expert", is an unparalleled networker, an internationally renowned speaker-trainer, an award winning business consultant and poet, a contributing best-selling author and the founder of Speaktacular.

Special Guest

Skip Cox



is the 2014 Board Chair for IAEE and chief executive officer at Exhibit Surveys, Inc. Under Cox's leadership, Exhibit Surveys, Inc. has grown and maintained its position as the premier intelligence and measurement resource in the exhibitions and events industry.

Event Sponsors:



Jim Lynn Educational Fund

REGISTER ONLINE TODAY!

MAKE YOUR HOTEL RESERVATION

REGISTRATION FORM

23rd Annual Southeastern Classic
 Celebrating 23 Years of a Classic Tradition
 July 31 - August 2, 2014



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THE WESTIN
 SAVANNAH HARBOR
 GOLF RESORT & SPA



VISIT
 SAVANNAH
 EST. 1733

REGISTRATION INFORMATION - PRINT NAME AS YOU WOULD LIKE TO SEE IT ON YOUR BADGE

FIRST NAME:	LAST NAME		<input type="checkbox"/> CEM <input type="checkbox"/> CAE <input type="checkbox"/> CMP <input type="checkbox"/> OTHER
TITLE	COMPANY:		
ADDRESS:		GRITZ NAME:	
CITY:	STATE:	ZIP:	1st choice:
TELEPHONE:	FAX:		2nd choice:
EMAIL:		Name will be selected for you if no choice given.	

**REGISTRATION FEES - Additional attendee registrations from the same company should be submitted with payment at the same time.
 PLEASE USE SEPARATE FORMS FOR EACH ATTENDEE.**

REGISTRATION TYPE	First Attendee	Additional Attendee
___ Classic Registration - New Member (Show managers who joined IAEE in 2014)	\$0	
___ Classic Registration - Show Manager Member Rate (before July 18, 2014)	\$175.00	\$150.00
___ Classic Registration - Supplier Member Rate (before July 18, 2014)	\$225.00	\$200.00
___ Classic Registration - NON MEMBER	\$295.00	\$295.00
___AFTER July 18, 2014, Classic Registration MEMBER ADD	\$50.00	
___AFTER July 18, 2014, Classic Registration NON MEMBER ADD	\$50.00	
___ Spouse/Guest (Includes Opening Reception and Beach Bash Only)	\$65.00	

GUEST FIRST NAME: _____ LAST NAME: _____

PAYMENT - All fees must be paid prior to the event

Mail registration form with your payment to: IAEE SE CHAPTER 1260 Winchester Parkway, SE Suite 205 Smyrna, GA 30080-6546 Make check payable to: IAEE SE CHAPTER No refund issued for cancellations after JULY 18, 2014	TOTALS	
	Amount for registration fee:	\$ _____
	Amount for spouse/guest	\$ _____
	TOTAL ENCLOSED:	\$ _____
___ Check ___ VISA ___ MASTERCARD ___ AMEX ___ DISCOVER		Check #:
Name on Card:		
Card #:	Exp Date:	SEC #:
Signature:		

HOTEL - REGISTRANTS ARE RESPONSIBLE FOR SECURING THEIR OWN HOTEL ROOM

ROOM RATE: Single/ Double Rooms: \$159.00

Hotel Reservation GROUP RATE Cutoff: June 30, 2014

Check-in: 4:00PM - Check-out: 11:00 AM

RESERVATIONS:

To make your reservations by phone: Call 1-800-228-3000

Group Name: IAEE SE Chapter SE Classic

<https://www.starwoodmeeting.com/StarGroupsWeb/booking/reservation?id=1402281095&key=A67C3>

Atlanta Sets New Visitation Record with 45 Million



Atlanta set a new record for visitation in a single year, welcoming 45 million visitors in 2013. Atlanta Mayor Kasim Reed and Atlanta Convention & Visitors Bureau (ACVB) President and CEO William Pate announced the milestone at ACVB's 101st Annual Meeting last Thursday.

Visitation to Atlanta increased seven percent over 2012, when Atlanta surpassed 40 million visitors for the first time. The increase has further solidified metro Atlanta's position as one of the nation's top travel destinations.

"2013 was an extraordinary year for Atlanta as we hit 45 million visitors," said Mayor Kasim Reed during his remarks at last Thursday's annual meeting. "That's more than Las Vegas and California and just 10 million away from surpassing New York City."

ACVB's annual meeting highlighted the tourism milestone and showcased more than \$1.5 billion in new attractions, hotels, retail, and transit coming to Atlanta this year with the theme "Breaking New Ground." New openings in 2014 include the Center for Civil and Human Rights, College Football Hall of Fame and a new Atlanta Streetcar.

Atlanta's hospitality industry looks to continue this growth by opening another nearly \$2 billion in development over the next three years. By 2017, the Atlanta Braves and Atlanta Falcons will both open brand new state-of-the-art stadiums. The same year, Atlanta will become home to a new Major League Soccer team.

"Atlanta has a lot of momentum as a destination, which is why I believe we will hit 55 million visitors by the end of the decade," said William Pate, president and CEO, ACVB.

Domestic visitation estimates are produced by D.K. Shifflet & Associates Ltd., a travel research firm, specializing in consumer-based travel data on U.S. residents and their travel.

Established in 1913, ACVB is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism. For more information on what's new in Atlanta, visit atlanta.net.



More News From Throughout the Southeastern Chapter

[Hawain: Georgia and Atlanta's economy are looking bright](#)

[Al Hutchinson Leaves Virginia Beach CVB to Head Mobile Bay CVB](#)

[Hilton Launches New 'Curio' Collection of Independent Hotels – Chapel Hill, NC](#)

[Florida's West Coast Has Some of the Best Beaches](#)

[Work Commences on New Atlanta Stadium](#)

Chateau Élan - The Legends Golf Course

THE
JENNY MELTON
FOUNDATION



12th Annual Memorial Golf Tournament

Monday, August 25, 2014

SCHEDULE:

-  8:30 AM - Registration & Breakfast (sponsored by EPIC)
-  10:00 AM - Shotgun Start
-  12:00 PM - Lunch as you golf
-  3:00 PM - 19th Hole Reception

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SPONSORSHIPS & IN KIND DONATIONS:

-  Hole Sponsor - \$200 (18 available)
-  Hole in One Sponsor - \$350 (1 available)
-  Breakfast Sponsor - \$350 (1 of 2 available)
-  Lunch Sponsor - \$250 (3 available)
-  19th Hole Reception - \$500 (3 available)
-  Drink Cart - \$400

THE
JENNY MELTON
FOUNDATION



FEES:

-  Individual Golfer - \$135
-  Foursome - \$500

fees include golf, cart, range balls, 2 drink tickets, lunch and 19th hole reception.

In kind donations for door prizes, raffle and silent auction items are needed and greatly appreciated!

Contact :

For donations, questions or sponsorships, please contact Tami at 770-435-5287 or info@iaeese.org.

Register online at:

<http://iaeese.org/events-chapter-information-17/163-2014-jenny-melton-memorial-golf-tournament>

**Presents the 12th Annual
Jenny Melton Memorial Golf Tournament
Monday, August 25, 2014 - The Legends at Chateau Élan**

**THE
JENNY MELTON
FOUNDATION**



SPONSORSHIP OPPORTUNITIES!

- | | |
|--|------------|
| <input type="checkbox"/> HOLE SPONSORS includes signage | \$200 each |
| <input type="checkbox"/> HOLE IN ONE SPONSOR includes signage | \$350 each |
| <input type="checkbox"/> 19th Hole RECEPTION | \$500 each |
| Includes signage at the course, place giveaways in the carts and newsletter recognition. | |
| <input type="checkbox"/> CONTINENTAL BREAKFAST | \$350 each |
| Includes signage on the course and at the clubhouse, place giveaways in the carts | |
| <input type="checkbox"/> DRINK CART includes signage | \$400 each |
| <input type="checkbox"/> 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

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

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SAVANNAH HARBOR
GOLF RESORT & SPA

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CCR
EVENTS



F R E E M A N

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Convention
Center
at AmericasMart

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INTERNATIONAL
CONVENTION
CENTER



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BRONZE



EXPOPLUS

