

ET

IAEE SE

The Expo Times

Where the Southeast comes together

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

Annual Holiday Luncheon
December 10, 2015
GA Aquarium

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Fall is here and for many of us a busy year is coming to an end. I'm sure many of you, like me wonder... where has the time gone?

We designated 2015 "A Year of Best Practices" and I am grateful to you all for coming together and helping us keep this a very strong year for the chapter.

We are very proud as a chapter to have been able to offer 2 Jenny Melton Foundation Scholarships to graduating seniors belonging to IAEE Southeastern Chapter members this year. It is only through your continued support of both the Jenny Melton 5K and the Jenny Melton Golf Tournament we are able

to extend this to deserving members of our community. After a successful Jenny Melton Golf Tournament in August, we are pleased to report that we raised enough funds for 2 more scholarships!

Your support of our 2015 chapter charity, the American Cancer Society, Winn Dixie-Hope Lodge, has been overwhelming! At every luncheon this year, we have done a 50/50 Split and every winner has generously donated their portion back, and for the October luncheon, Mark Lind, Atlanta Convention Center at AmericasMart, kept the generosity going! In addition, we have had several volunteer activities with strong participation. We are excited to host another event at the Hope Lodge in November where your Board of Directors will serve dinner to about 70 residents. A special thank you to Craig Ferreira and the Sheraton Atlanta along with Deb Ferbrache and Freeman. The Sheraton is generously donating all of the food and Freeman is providing the transportation.

Mark your calendars now for the December 1st Southeastern Chapter's Annual Gritz Reception and the beginning of EXPO EXPO being held this year in Baltimore as well December 10, for the Annual Holiday Networking Luncheon to be held with PCMA SE at the GA Aquarium.

Be sure to read every page in this edition as wonderful things have been happening in the SE Chapter.

A community is only as strong as its members, so again thank you for everything you do to keep ours strong.

Best regards,

Bob Hancock, IAEE SE Chair
onPeakIGES

2015 IAEE SE Chapter Board of Directors

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Center



CONGRATULATIONS - IAEE Volunteer of the Year



IAEE recently unveiled its list of 2015 recipients of the Individual Award program, which recognizes professionals who have made an outstanding contribution to our industry.

This year's award winners were selected after careful review by the IAEE Awards Committee and approval by the IAEE Board of Directors.

The Volunteer of the Year Award recognizes an IAEE member who has dedicated their time to the progress and fulfillment of the charge of a committee or task force on which they serve. This year's award recipient is the Southeastern Chapter's very own **Kristin Barranger, CEM**, manager of Expositions and Communications at the American Society of Mechanical Engineers, International Gas & Turbine Institute.

Not only is Kristin currently serving as Immediate Past Board Chair of the Chapter, but she holds positions at the national level as well.

We are so very proud of Kristin and her accomplishments and all that she has done for the Chapter and the industry as a whole!



In case you missed it

Be sure to check out our YouTube channel for any Chapter Educational lunches you may have missed this year: <https://www.youtube.com/channel/UCFwydZIH-kZmGvYYWc7H6rQ>



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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 at info@iaeese.org. Below is the deadline for the upcoming 2015 newsletter:

December 2015 Newsletter
Deadline: December 1, 2015

SE Chapter Calendar 2015

DECEMBER 2015

1-3: Expo! Expo!- Baltimore, MD

1: GRITZ Reception

Location: Hilton Baltimore,
Billie Holiday Ballroom 5:30PM - 7:00PM
Baltimore, MD

10: Board Planning Meeting & Chapter
Holiday Luncheon with PCMA SE
Location: Georgia Aquarium

SAVE THE DATES FOR 2016

FEBRUARY 25, 2016

Board of Directors Meeting & Chapter Educational Luncheon

APRIL 28, 2016

Board of Directors Meeting & Chapter Educational Luncheon

JUNE 23, 2016

Board of Directors Meeting & Chapter Educational Luncheon

AUGUST 29, 2016

14th Annual Jenny Melton Memorial Golf Tournament

OCTOBER 27, 2016

Board of Directors Meeting & Chapter Educational Luncheon

DECEMBER 2016

Board Planning Meeting & Chapter Holiday Luncheon

December 10, 2015 Annual Holiday Networking Luncheon



Please join the IAEE SE Chapter as it holds its Annual Holiday Networking Luncheon. For the 2nd year, we are pleased to co-host this event with the PCMA SE Chapter at the GA Aquarium.

Invite your co-workers, clients and prospective clients to come out and enjoy catching up with industry peers, celebrating 2015 and toasting to a promising 2016.

Every year we are pleased to support a local charity and this year we have chosen the American Cancer Society - Winn Dixie Hope Lodge. During this event, we will be collecting items to benefit the Lodge knowing that the members of IAEE SE are always full of generosity and compassion. Below is a list of items

that are greatly needed during this holiday season, in addition to any financial donations you would like to make:

Paper Towels	WHITE wash cloths (no other colors)
Copier Paper	WHITE towels (no other colors)
Zip Lock Pint & Gallon bags	Coffee (Decaf & Regular)



REGISTRATION INFORMATION:

DETAILS:

Date: December 10, 2015

Location: GA Aquarium

Address for Parking: 225 Baker St NW,
Atlanta, GA 30313

Room: TBD

SCHEDULE:

11:15am - 12:00pm - Registration & Networking

12:00pm - 1:30pm - Lunch & More Networking!

1:30pm - Adjournment

REGISTRATION & FEES

Member: \$35

Guest: \$40

Students: \$10

ONSITE ALL ATTENDEES: \$45

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

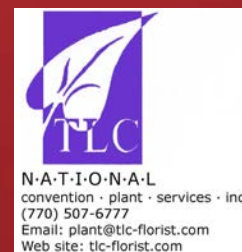
VENUE SPONSOR:



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THE JENNY MELTON FOUNDATION



14TH ANNUAL FATHER'S DAY WALK/RUN

JUNE 20, 2015



24th Annual Southeastern Classic, Tampa, Florida - Recap

The Tampa IAAESE Summer Classic was a Hit

The reviews are back, and all indicators confirm that the 2015 IAAESE Southeastern Classic was a big success overall. The education was superb. We focused on the *Best Practices* theme that was the foundation for the entire year's education. [Eric Papp](#), a Fortune 500 company leadership coach led us through a very informative workshop on Friday morning. Each attendee received a copy of his book "Leadership by Choice". Other highlights included two sessions presented by Melinda Kendall, Vice President Business Solutions, Freeman. She led "Best Practices: Trade Show Revenue Generation" and "Best Practices: Show Floor Engagement". IAAESE President / CEO gave an overview of the new white paper "2014 IAAESE Future Trends Impacting the Exhibitions & Events Industry" and then led a lively panel discussion about what all this means to your business. To say that the multi-media panel discussion was "lively" is an understatement. Panel members Jim Kelley, PRG;

Carrie Feranac, CNTV; Todd Youngblood, the YPS Group kept the audience entertained and informed.

Many thanks to [Visit Tampa Bay](#), the [Marriott Tampa Waterside](#), all our [Classic Sponsors](#), and everyone who worked to make this event so valuable for IAAESE members and their guests. The hospitality, food and accommodations were over the top. The setting was perfect for a great mix of education, networking, and fun.

On the following page there are a few photos from the event, but be sure to check out all of the [photos](#) posted on our website. If you couldn't join us in Tampa this past August, you will surely see what you missed.

Sue McCart,
2015 IAAESE Classic Chair



August 20-22, 2015

2015 SE CLASSIC ATTENDEES





13th Annual Jenny Melton Memorial Golf Tournament Re-Cap

On a beautiful summer day on August 31, over 120 eager golfers lined up in their carts, outside of the Legends clubhouse at Chateau Élan, for what would be the 13th Annual Jenny Melton Memorial Golf Tournament. After a brief welcome from Butch Melton, the golfers headed off for a day of fun, fundraising and fellowship.

At the end of a great day, and with the support of our sponsors, volunteers and golfers, the IAEE SE Chapter raised enough money to donate two \$2,500 scholarship to the Jenny Melton Foundation. These one time scholarships will be awarded to students, of an IAEE SE member, to attend a Georgia college or university.

Since it's inception, the Foundation has generously given over 80 scholarships to deserving students. The Melton Family and the SE Chapter would like to thank everyone for their continued support through the years and a special thank you to the golf committee, Barbara Stroup, Patrick McGuire, Rick Rhodes and Warren Walker.

If you are interested in learning more about the Jenny Melton Foundation or how you can donate you time or funds, please visit: [http:// www.iaee.org/jenny-melton-foundation-chapter-information-20](http://www.iaee.org/jenny-melton-foundation-chapter-information-20) or contact the North Georgia Community Foundation at <http://www.ngcf.org/> or 770-535-7880.





COMMUNITY SERVICE



AT WINN DIXIE HOPE LODGE - FAMILY GAME NIGHT



GAME NIGHT

In addition to our 50/50 Donation Drive to raise money for the Hope Lodge during our Chapter Luncheons, we recently hosted a Game Night for the residents of the Hope Lodge. Our friends from Messe Frankfurt turned out in full force (thanks guys!) to host a riveting and spirited game of Bingo. I can say this for sure, those residents are SERIOUS about their Bingo!

At our December Luncheon, we will be collecting donation items for the Hope Lodge. Be sure to read your flyer about the luncheon for items they need. In addition, the residents love winning little prizes for the game nights. If you have any shirts, hats, pins, and giveaway type stuff laying around, I'm sure they would appreciate it!

Feel free to contact me at deborah.Ferbrache@freemanco.com if you have any questions.

2015 Chapter Charity - American Cancer Society Winn-Dixie Hope Lodge -

WISH LIST FOR DECEMBER 10 HOLIDAY LUNCHEON



Everyone has been affected by cancer, whether its a family member, a friend, colleague, your favorite celebrity, or even yourself. We have all been touched by this disease. In 2014, it was estimated that there would be 1,665,540 new cancer cases diagnosed and 585,720 cancer deaths in the US. Cancer remains the second most common cause of death in the US, accounting for nearly 1 of every 4 deaths. It is because of this that the IAEE SE Chapter has selected the American Cancer Society's Winn Dixie Hope Lodge as our chapter charity for 2015.

Thank you for joining us throughout the year in our various outreach efforts. During every luncheon, we have held a 50/50 Donation Drive. Our goal has been to purchase a brick for Hope

Lodges' fundraising campaign. During the October 22, 2015 Chapter Educational Luncheon we raised \$240! A special thank you to the winner, *Mark Lind, Atlanta Convention Center at AmericasMart*, who generously donated his portion back to the Lodge.

We are excited to hold our third community service event, which will be an IAEE SE Board Night at the Hope Lodge where we will serve dinner to about 70 residents. A special thank you to *Craig Ferreira and Sheraton Atlanta* for generously donating all of the food for this event and *Deb Ferbrache and Freeman* for donating the van to transport. Be sure to join us at the December 10 Holiday Luncheon at the GA Aquarium where we will gift the Hope Lodge with all proceeds collected during the year. We will also take this time to grant them items from their wish list. Please take a look at the list below and bring as many of the items that you can to the luncheon.

wishlist

Paper towels	Copier paper
White Wash Cloths (no other colors)	Zip lock pint bags & gallon bags
White Towels (no other colors)	Coffee (regular & decaf)

Winn Dixie Hope Lodge

Recognizing the increased need for affordable housing for cancer patients, the American Cancer Society opened a Hope Lodge in Atlanta. Emory University generously donated the land, and the American Cancer Society raised the additional funds from organizations, companies, and individuals. In 1998 the Winn-Dixie Hope Lodge opened in Atlanta, GA.

Since opening its doors in 1998, the Atlanta Hope Lodge has provided over 90,000 nights of free lodging to more than 5,000 patients and caregivers. The 52-room facility offers free lodging as well as free transportation to treatment facilities for Hope Lodge guests. Some of the amenities of the Atlanta Hope Lodge include: a common kitchen, dining room, a business center, gardens, and laundry facilities. It is with donated funds from individuals, corporations and medical facilities that the Atlanta Hope Lodge is able to provide a place where medical treatment can be the first focus for the patient and family, and they can be free from worrying about the costs of lodging.

About Our Facility

The Atlanta Hope Lodge offers:

- 52 guest suites with private baths
- 8 Common kitchen areas with deep sinks, stove tops, and 6 double ovens
- A living room with grand piano, a game/activity area, billiard table and a large screen television room
- Computer work stations and a library
- Private sitting areas and a courtyard garden
- Two sets of high efficiency washers and dryers on each floor
- Transportation to and from treatment centers and hospitals
- Cancer support programs and services



While the facility offers many of the comforts of home, the true magic of the Hope Lodge is the inviting atmosphere. Other guests, facing similar circumstances, rally around each other, offering strength and support. The volunteers and staff, many of whom are cancer survivors, strive to create an environment where guests can relax and concentrate on getting well.

YOUNG PROFESSIONALS

#iaeeyp

• LEARN
• CONNECT
• GROW

Young Professional Meet & Greets

The SE Chapter is very proud of its young professionals and how engaged they are becoming in the Chapter. To date, the YP's have hosted 3 Meet & Greets throughout the southeast. The first meeting was held in Tampa during the SE Classic in August, the second was held in the Raleigh, NC area in September and the latest was held in Orlando in October.

The Chapter would like to give a special thank you to Nina Rossi, Core-apps, for hosting the Raleigh/Cary meet up and Kim Zonca, National Business Media, for hosting the Tampa and Orlando meet ups. Because of their enthusiasm, several more meet ups are being scheduled for the first of the year. Thank you to all that attended. Remember, these are not just for YP's, we encourage you to attend no matter your age and maybe bring a YP with you. They are the future, and it's up to us to get them engaged in their industry.

If you are interested in hosting an event in a southeastern city, please contact the Executive Office at info@iaeese.org or 770-433-4137.



October Orlando Meet & Greet

MEET A YP! - Nina Rossi



Nina Rossi is currently an Account Executive at Core-apps, where she has worked since she joined the industry almost five years ago. In addition to her account executive role she is also a member of the IAEE Membership Engagement Committee and the official IAEE engagement liaison to the Young Professional Committee. In addition, Nina has accepted the position as Social Meeting Guru for the Southeastern chapter, be sure to follow IAEE SE on [Twitter](#), [Facebook](#), [Instagram](#) and [YouTube](#)

Nina and her husband, Dugan, live just outside Raleigh, NC with their two dogs, Zoe and Dharma. In her time outside of work she is a Les Mills BodyPump instructor at her local gym and a self-proclaimed nail polish expert and addict.

If you or know of someone who would like to be featured in this section, please submit a bio and headshot to info@iaeese.org. We look forward to getting to know you!

October 22, 2015 Chapter Educational Luncheon Recap: A 20 Under 30 Perspective



This month's topic focused on the essentials of recreating a memorable experience for your event year-after-year. Often times as planners, we get stuck in the mundane, executing in ways that we are used to and can potentially lose sight of new opportunities for outreach and expansion.

The way in which you brand your event is one of the most important factors to any successful meeting. It is important not to limit your audience by being very specific in the name of your event. Broader sweeping names generate a wide array of participation.

It will also come as a huge benefit if the local CVB or destination partners are involved in marketing efforts surrounding your event and pre and post activities. The destination managers can help promote within the city as well, using such things as hanging banners, marketing on their own websites, etc. which can help you to generate an event larger local attendance.

Redesigning the look and feel of your event each year will help create a new, exciting experience, especially for repeat exhibitors and attendees. Don't just think carpet though, think color schemes, layout, digital signage placement and more. Changing up the location of lounges or wifi cafes can also help to create the new hot spot for your event. That large exhibitor that always wants his booth by the front entrance may opt for a more centralized location if the floor plan changes, which may help free up space for other new endeavors such as photo booths or social media walls.

Speaking of social media – leverage your social media outlets to create a buzz leading up to the event. Try something new such as Parascopes to promote live feeds of your event, but you shouldn't stop promoting online the day the event ends. Allowing your website or social media feeds to go dark post event is more hurtful than you may realize. Continue to promote the success of the event, pictures and video in order to generate future participants; when they see all the great stuff they missed out on this year, they will be sure to register early for next year.

Shyanne Robinson, Article & Photography, onPeak | GES



Atlanta to host the 2015 TSNN Awards, November 6-8

Top Fastest-growing Show Winners Unveiled for 6th Annual TSNN Awards Nov. 6-8 in Atlanta!

For the sixth year in row, Trade Show News Network is holding its prestigious and original TSNN Awards program that honors the top fastest-growing shows in attendance and net square footage Nov. 6-8 in Atlanta.

The list of 50 shows that will be feted during the three-day, celebration-filled weekend can be found below and [HERE](#).

"The Top 50 fastest-growing show winners were chosen by their show's growth rate between 2012-2014 in attendance and net square footage," said TSNN President and Editor-in-Chief Rachel Wimberly.

She added, "We are really excited to fete all of the winners for an incredible three-day weekend celebration in Atlanta."

During the three-day weekend celebration in Atlanta, the top association and for-profit fastest-growing shows in net square footage and top association and for-profit fastest-growing shows in attendance will be celebrated during the TSNN Awards Gala, along with the overall fastest-growing show in each category.

The top 25 winners in net square growth from 2012 to 2014 cover a wide range of industries, such as retail, farming and pets.

The top 25 winners in overall attendance growth from 2012 to 2014 also are a diverse mix of industries, including trucking, labels and roofing.

The 2015 TSNN Awards event highlights include a "State of the Industry" session Saturday morning with Brian Casey, President & CEO for The Center for Exhibition Industry Research, and Rick McConnell, immediate past-chair of the Society of Independent Show Organizers.

There are a few other sessions on tap for the conference, on tap Nov. 7 at the [Atlanta Convention Center at AmericasMart](#).

The gala awards evening, also at the [Atlanta Convention Center at AmericasMart](#), will celebrate the 50 fastest-growing shows in attendance and net square footage, as well as a special "Industry Icon Award" honoree and TSNN's "Best of Show" award, celebrating shows that stand out for their innovation.

In addition, The Expo Group's "Show Manager of the Year Awards" will be held during the 2015 TSNN Awards and will honor five show managers from different-sized shows in the industry.

Also at this year's awards, the \$5,000 TSNN Student Scholarship will be awarded to someone pursuing a career in the trade show industry. For the third year, the scholarship generously is sponsored by the Reno-Sparks Convention & Visitors Authority.

Festivities will kick off Friday night during a special opening night celebration at the College Football Hall of Fame.

The next day is the conference and gala awards, and on Sunday morning, attendees will head over to the Jimmy Carter Presidential Library & Museum for brunch.

The TSNN Awards is proud to be partnered with awards co-founder The Expo Group, as well as city sponsor the [Atlanta Convention & Visitors Bureau](#).

Additional sponsors include venue sponsor, Atlanta Convention Center at AmericasMart; hotel sponsor, Westin Peachtree Plaza; presenting sponsors, Wyndham Jade and Ungerboeck Software International; airline sponsor, Delta Air Lines; transportation sponsor, Production Transport, Execucar; gold sponsors, ASP Events, Experient, Fern, Shepard Expositions, MapYourShow, Cobb Galleria Centre, Juice Studios; silver sponsors, Freeman, epic, Expocad, Core-Apps, Convention Data Services, showNets, OnPeak/GES, a2z, Inc., showNets, CSR, aramark, HelmsBriscoe; video/photo sponsors, CNTV, ThePhotoGroup.

For 2015 sponsorship information, please contact John Rice, jrice@tsnn.com (617) 207-7088.

For general information about the TSNN Awards, please contact TSNN President Rachel

Reprinted from www.t-awards.com



Trade Show Executive's GOLD 100 AWARDS & SUMMIT

HONORING THE 100 SHOWS THAT SET **THE GOLD STANDARD** FOR THE TRADE SHOW INDUSTRY

CONGRATULATIONS TO IAEE SE CHAPTER WINNERS!

Gold 100 Week Was a Santa Barbara Sensation for Nearly 200 Guests; Who Took Top Honors?

Santa Barbara, CA – A winning combination of the perfect crowd and the perfect setting set the stage for a glittering salute to the top trade shows of 2014 at the annual Trade Show Executive Awards & Summit.

Trade Show Executive and its sponsor partners, led by title sponsor Las Vegas Convention and Visitors Authority, welcomed 183 show organizers and other industry leaders at the seaside Bacara Resort & Spa in Santa Barbara, CA on September 29 - October 2. The annual event, now in its 8th year, provided a hard-to-beat venue for networking, socializing and the unveiling of the annual Grand Gold Awards for the largest trade shows of the year and the exhibitions that excelled in 15 other categories including marketing, execution, sustainability, public service and technology.

"We kept hearing from honorees and sponsors alike that this year's Gold 100 was the best," said Darlene Gudea, president of Trade Show Executive Media Group. "There was a terrific mix of attendees, including a number of industry leaders who have never attended before. The sessions, led by top-tier speakers from inside and outside the industry, generated many interesting and unique perspectives. The Grand Awards gave everyone fresh ideas for their next show." Gudea added, "And let's face it – Santa Barbara and the 5-star-yet-laid-back Bacara Resort was a fitting setting for this congenial gathering of competitors, as many photos and comments on social media testified."

Some of the notable winners of Grand Awards this year included: CONEXPO-CON/AGG, the largest show of 2014 with 2,365,711 net square feet of exhibit space; International CES, which received three Grand Awards; **Emerald Expositions, the top show organizer with 12 Gold 100 shows**; and Global Pet Expo, which was named "The Greatest Show on Earth."

A record 19 Grand Awards were handed out at the Gold 100 Awards Gala. The categories included the top four events ranked by size. The coveted crystal trophy also went to shows that led the pack in other important ways. The complete roster of honorees:

Largest Trade Show of 2014: CONEXPO-CON/AGG

Largest Annual Show: International CES

Largest Semi-Annual Show: MAGIC-August

Fastest-Growing Show: (blended percentage) KBIS

Fastest-Growing Show (sheer numbers): International CES

Top Show Organizer: Emerald Expositions

Best 24/7/365 Show Brand: Natural Products Expo West

Best Viral Show Promotion: E3 (Electronic Entertainment Expo)

Strongest Global Participation: International CES

The Stickiest Show Floor: Solar Power International

Best Program to Help Exhibitors Maximize Their ROI: ISA Annual Convention (Industrial Supply Association)

Best Use of Technology: International Woodworking Fair

Most Commendable Green Initiatives: Winter Fancy Food Show

Best VIP Program: International Vision Expo East

Social Media Superstar: E3 (Electronic Entertainment Expo)

Marketing Genius Award: Jim Wulfekuhle, vice president of sales & marketing, International Woodworking Fair

The Do-Gooder Award: ABC Kids Expo

Most Innovative Show Overall: HIMSS Annual Conference & Expo

Against All Odds: The SHOT Show

The Greatest Show on Earth: Global Pet Expo

Reprinted from http://www.tradeshowexecutive.com/events/gold100/press_10-04-2015.htm

BECOME AN IAEE SE SPONSOR TODAY!

Consider becoming a sponsor of the IAEE Southeastern 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
- Recognition in the Summer Classic program book
- Signage Recognition at the 2016 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 770-433-4137.

Thank You 2015-16 Chapter Sponsors

PLATINUM



F R E E M A N

GOLD



SILVER



BRONZE

