

ET

IAEE SE

The Expo Times

Where the Southeast comes together

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

IAEE SE & PCMA SE CHAPTERS HOLIDAY LUNCHEON

December 10, 2015

at the

2015 Chapter Charity



DOUBLE ISSUE

JENNIFER HICKS, PCMA 2015 CHAIR &
BOB HANCOCK, IAEE 2015 CHAIR

View From The Chair

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Join a committee today. Contact the Executive Office if you are interested, info@iaeese.org or 770-433-4137 Check out our committees [here](#).



WOW...what a year we had in 2015!! We designated 2015 as a Year of Best Practice's.

I am grateful to everyone who assisted in making this year such a successful one.

I would like to recognize some of our highlights from the year of which we are so proud of.

- Kristin Barranger was recognized as Volunteer of the Year for IAAE Internationally.
- The chapter hosted three successful events at Hope Lodge which was our selected community Service Charity for the year.
- Five very successful educational programs including an excellent SE Chapter Classic that was held in Tampa. All of our events are now videotaped and on the Chapter website.
- Two scholarships for \$1500 each for two high school seniors entering college from the annual Jenny Melton Classic.
- The chapter assisted in hosting three Meet Ups for our Young Professionals.
- Donation options to CEIR were incorporated into our registration process for each of our events and additional \$500 donation for the year.
- Another very popular Annual GRITZ reception in Baltimore during EXPO EXPO.

I hope that you have all decided to join a committee and share your expertise with our team of volunteers. Whether you can give a little or a lot of your time, please do not miss this chance to raise your hand and join.

It has been an honor to work with the Board this year and to serve as the IAAE SE Chapter Chair. I want to thank the Board of Directors as we had a phenomenal year. I'm looking forward to the New Year as Sue McCart takes the helm as Chapter Chair.

I wish each of you a very Happy New Year!!

Kind regards,

Bob Hancock, IAAE SE Chair
onPeakIGES

2015 IAAE SE Chapter Board of Directors

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Chair: Bob Hancock, onPeak I GES
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Leigh Ann Simpson, Society of Biblical Literature

Scott Stallings, Assn. of Asian American Hotel Owners

Mark Sussman, Atlanta Convention & Visitors Bureau

Kristina Unger, CEM, CMP, Georgia Girl Management & Events, LLC

Jim Wulfekuhle, International Woodworking Fair

Mark Zimmerman, GA World Congress Center

CONGRATULATIONS - BOB HANCOCK!



During our annual holiday luncheon, Bob Hancock was honored for his dedicated commitment and service to the Chapter in his role as Board Chair.

Bob worked tirelessly in 2015 as Chair and implemented some new and innovative ideas that will be carried forward in 2016. Bob's theme for the year was: A Year of Best Practices and each luncheon was designed with that in mind. We are proud to

say that this was a very successful year for the Chapter and it was definitely due to Bob's leadership.

The Chapter and its board of directors would like to thank Bob Hancock and say JOB WELL DONE!



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-kZmGuYYWc7H6rQ?view_as=public



PUBLISHER

IAEE Southeastern Chapter Office

Editor:

Tami O. Brodie, Chapter Administrator

Publication Committee:

Kristin Barranger, CEM, ASME Gas Turbine Inst.

Bob Hancock, onPeakIGES

Wendy McGar, Hinman Dental Society

Shyanne Robinson, onPeakIGES

Leigh Ann Simpson, Society of Biblical Literature

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Kristina Unger, CEM, CMP, Georgia Girl Management & Events, LLC

Jim Wulfekuhle, IWF

IAEE Southeastern Chapter
1260 Winchester Parkway, SE, Suite 205
Smyrna, GA 30080-6546

P | 770.433.4137 F | 770.433.2907

E | info@iaeese.org

W | www.iaeese.org

Twitter: <https://twitter.com/IAEese>

Facebook: <http://www.facebook.com/pages/IAEE-Southeastern-Chapter/53355842645>

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Save the Date - Expo! Expo! 2016

It's all about
ACTION

IAEE Expo! Expo!
Annual Meeting & Exhibition 2016

Connect Here. Succeed Anywhere.

6-8 December 2016
ANAHEIM, CALIFORNIA

December 10, 2015 Annual Holiday Networking Luncheon -ReCap



This year's joint Southeastern Chapter of the PCMA & IAAE holiday luncheon was definitely one for the record books! Set amongst the beautiful backdrop of the Beluga Whales of the Georgia Aquarium, attendees were surrounded by serene colors of the ocean, amazing lighting silhouettes and even better conversation. The turnout was absolutely amazing with over 230 attendees, and if you missed it, you should definitely be kicking yourself. From event organizers, to vendors and third party suppliers, each segment of the hospitality industry was certainly represented. Our student and young member associations even showed up in record numbers!

Bob Hancock, Chair of IAAE SE Chapter and Jennifer Hicks, CASE, CMP President of PCMA SE Chapter led

us through a series of announcements and awards, highlighting each organization's accomplishments throughout 2015. This year's chapter charity, the Hope Lodge received numerous donations that will help them continue their legacy of helping cancer patients through some of their toughest moments. Attendees also walked away with something special, winning gorgeous poinsettias courtesy of TLC Florist and an opportunity to visit the exhibits of the Georgia Aquarium.

Thank you to all of our sponsors in making this year's event a huge success! Congratulations to the incoming board of 2016, we can't wait to see what's in store for next year.







ET IAESE

The Expo Times

Where the Southeast comes together

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



2016 Chapter Charity



April 28 Chapter Educational Luncheon



Cathy Breden, CAE, CEM
IAEE COO

2016

25th Annual Southeastern Classic
July 28-30, 2016
Sheraton Atlanta, Atlanta, GA

Inside this issue:

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- 2016 Chapter Charity
- Jenny Melton Scholarship Application Deadline
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Wow! Can you believe it's March already! How did that happen? I am honored and very excited to serve as Chair for our Southeastern Chapter this year.

We are taking a very successful year of "Best Practices" to the next level.

"Never stop learning because life never stops teaching". What a great quote. There's always something we can learn to make our jobs easier, more efficient, more customer-centric, or more profitable. There is **new information out there for professionals of 20+ years, and for those new to the events industry.**

We are adding more events this year including bi-monthly educational luncheons, networking events, Young Professional gatherings, meet-ups in several Southeastern cities and events in combination with PCMA.

We kicked off the year with a great February 25th luncheon program, "Where are You Missing the Mark? This was a session that everyone needed to hear, whether you are a planner or a supplier to the industry. Our speakers were: Jim Wulfekuhle, Vice President Sales & Marketing, International Woodworking Fair (IWF); Charles Olentine, CEO, Consult NC Inc (formerly with US Poultry & Egg Association) and Jimmy Mouton, CEO / Managing Director, NürnbergMesse North America.

Please get involved. We have several committees that keep our Chapter running. Find one that speaks to your passion. It doesn't take much time, but can have a big impact on the quality of the services that we provide to you and all our members. Just send Tami Brodie(info@iaeese.org) a quick email with your interest area and she will have the appropriate Committee Chair get in contact. *"Nobody can do everything, but everyone can do something".*

The [2016 IAESE Committees](#) are:

Awards	Newsletter
Community Service	Social Media
Education	Sponsorship
Industry Relations	Website
Membership	Young Professionals

Lastly, join me in congratulating our newest Board member, Shyanne Robinson, of onPeak|GES

Sue McCart, President,
HFI Event Services
2016 IAESE Chair

2016 BOARD OF DIRECTORS

EXECUTIVE COMMITTEE:

Chair: Sue McCart, HFI, LLC
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Mark Sussman, Atlanta Convention & Visitors Bureau
Kristina Unger, CEM, CMP, Georgia Girl Management & Events, LLC
Gwen Venable, US Poultry & Egg Association
Mark Zimmerman, GA World Congress Center

Jenny Melton Scholarship Application Deadline

MARCH 15, 2016



THE JENNY MELTON FOUNDATION

Now is the time to apply [online](#) for the Jenny Melton Scholarship. The application deadline is March 15, 2016, midnight.

This application is open to graduating high school seniors of IAEE SE members, who will attend a Georgia college or university. Over the past 14 years, the foundation has granted over 90 scholarships to deserving students at West Hall High and from the IAEE SE Chapter.

The Jenny Melton Foundation was established in memory of IAEE SE member, Butch Melton's daughter, Jenny, a West Hall High School senior, loved school and participated in track, cross country, Beta and Spanish Clubs. 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 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!

ICYMI

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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Shyanne Robinson, *onPeak|GES*

Leigh Ann Simpson, *Society of Biblical Literature*

Mark Sussman, *ACVB*

Kristina Unger, CEM, CMP, *Georgia Girl Management*
c3 Events, LLC

Jim Wulfekuhle, *IWF*

IAEE Southeastern Chapter

1260 Winchester Parkway, SE, Suite 205

Smyrna, GA 30080-6546

P | 770.433.4137 F | 770.433.2907

E | info@iaeese.org

W | www.iaeese.org

Twitter: <https://twitter.com/IAEESE>

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YouTube: https://www.youtube.com/channel/UCFwydZIH-kZmGvYYWc7H6rQ?view_as=public

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:

April 2016x Newsletter

Deadline: April 15, 2016

2016 Calendar of Events

April 2016

28 - Board Meeting
28 - Chapter Educational Luncheon

May 2016

TBA - Community Service @ Hope Lodge

June 2016

23 - Board Meeting
23 - Chapter Educational Luncheon

July 2016

28-30 - 25th SE Classic, Atlanta, GA
28 - Community Service Activity

August 2016

29 - Jenny Melton Golf Tournament

September 2016

22 - Oktoberfest Networking Event

October 2016

27 - Board Meeting
27 Chapter Educational Luncheon

November 2016

4 - Board Planning Retreat

December 2016

1 - Holiday Networking Luncheon
6-8 - EXPO! EXPO! Anaheim, CA



More events will be posted soon. Be sure to check the website for any updates.

www.iaeese.org



APRIL 28, 2016

State of the Industry & How it Affects Us

REGISTER NOW



Presented by Cathy Breden, CAE, CEM, - COO, IAEE



What keeps you up at night? What demands in your everyday work makes you take pause? What technologies out there today will be your everyday platform for successes tomorrow? Come here Cathy speak on the current state of our industry and the effects it has on us.

About our speaker:

Cathy Breden, CAE, CMP, is chief operating officer of the International Association of Exhibitions and Events (IAEE) with the responsibility for managing the day-to-day operations of the association including overseeing marketing and communications, membership, education, conventions and events, and administration. In addition, she currently serves as the Managing Director of the Center for Exhibition Industry Research (CEIR) whose primary purpose is to promote the growth, awareness and value of exhibitions and other face-to-face marketing events by producing and delivering research-based knowledge tools. Ms. Breden earned the Certified Meeting Professional (CMP) designation in 1990, and earned the Certified Association Executive (CAE) designation in 1995.

REGISTRATION FEES:

\$10 discount per attendee when you register as a group.

Members:

\$40 before 4.25.16

\$50 after 4.25.16

Guest:

\$50 before 4.25.16

\$60 after 4.25.16

Students:

\$10

LOCATION

****To be announced****

SCHEDULE

11:15AM - 1:30PM

11:15AM - Registration & Networking

12:00PM - Seated for Lunch

12:30PM - Program

1:30PM - Adjournment

REGISTRATION POLICIES

Please note the following registration policies:

- Vegetarian Meals must be specified in advance
- Reservations are required
- No shows will be charged
- Please send payment prior to the meeting
- Walk ups are seated based on availability

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CHAPTER CHARITY



February 25, 2016 Event Recap

The first educational luncheon of the year, “Where are you Missing the Mark” focused on the evolution of the industry. It is no secret that a rocky economy already creates an ever-changing landscape.

Advances in technology and the entrance of younger generations adds to the complexity. Suppliers and planners alike must alter their traditions in order to meet new needs, produce innovative experiences and find fresh opportunities for engagement. Tradeshows of the future must be conscious of younger audiences and how best to interact with them and get them involved.

The days of paper mail are far behind us; generation y and z likely don't even know what a blue box is. Email too seems to be phasing out as the best form of communication. Our inboxes are flooded with over 300 new messages a day, compounding to more than a 1000 emails a week. (Let's not even mention the junk folder!)

Social media is the new normal – everyone wants instant gratification, instant news and even faster updates. So instead of spending countless man-hours on developing that lengthy email, planners and suppliers should focus more of their internal think tanks on creating interactive applications, accessible through the click of a link on Facebook, Twitter or LinkedIn.

Before you go recreating the wheel however, it is important to do your homework. Too many platforms can actually work against you. Each person already uses several combinations of letters and numbers for their personal email, banking applications and personal devices. Try to think of ways to simplify for your attendees and exhibitors. How can you unite your applications with the host organizer or general service contractor to unify the access of information before, during and after the show?

Nevertheless, interaction pre-show is just the beginning. What are you doing onsite to engage and interact? How are you grabbing the attention of not only the millennials, but also the baby boomers that are still in attendance? Now is the time to

think outside of the box. Flash mobs for instance

can be a very powerful tool. They command

the attention of the audience and

instantly unite people of all

demographics and if done creatively,

can share information at the same

time. Yes, they're fun and entertaining

for a fleeting moment, but create lasting

impressions long after the final session ends. Even

the organization of a flash mob requires

telecommunications and viral social media posts, helping

to create a buzz and the exchange ideas before the tradeshow starts.

When exploring new avenues, it is imperative to keep costs low so you don't scare away any longtime attendees. Of course, in some instances, increased registration costs are simply unavoidable, but the key is how you make up for it in other ways. VIPs lounges for instance, create an air of exclusivity. Organizers can reward their lifers with private

recharge lounges, express check-

in, and front-row parking or

concierge services. These small

gestures are incentives for your

VIPs to return year-after-year

and lets them know that you

value their participation.

Missing the mark isn't meant to

criticize, nor a judgment of your

past meetings. By critically

analyzing your traditions, you

allow yourself an opportunity to

get on board with creating

programs, technologies and services that will make us all

better planners and participants. So, where are you missing

the mark?

-Shyanne Robinson, onPeak\GES



Thank you to our event sponsors:





2016 Chapter Charity - American Cancer Society Winn-Dixie Hope Lodge



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 2015, there was an estimated 1,658,370 new cancer cases diagnosed and 589,430 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.

Due to an overwhelming level of participation, we have decided continue with the Winn Dixie Hope Lodges as our 2016 Chapter Charity. As with last year, during every luncheon, we will hold a 50/50 Donation Drive. All proceeds will go directly to the Hope Lodge.

In 2015 we raised enough funds to purchase the Lodge, 3 full sized microwaves in addition to giving them a sizable check. Because of your generosity, we surpassed our projected donations on their wish list and filled 2 trucks with items that are needed throughout the year. During the February 25, 2016 Chapter Educational Luncheon we raised \$200+! A special thank you to the winner, *Mark Adams, Georgia World Congress Center*, who generously donated his portion back to the Lodge.

We are excited to hold our first community service event of the year which will take place in March-April. If you are interested in assisting with the Community Service committee, feel free to contact the Chair, Deb Ferbrache at deb.ferbrache@freemanco.com. Thank you again for your continued support of our efforts and this wonderful organization.

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.

A graphic with the words "FIGHT CANCER" in large, bold, multi-colored letters. The letters are white, blue, pink, purple, teal, orange, green, red, and yellow.

YOUNG PROFESSIONALS

#iaeeyp

LEARN
CONNECT
GROW

Southeastern Meet & Greets

The SE Chapter is very proud of its young professionals and how engaged they are becoming in the Chapter. The first meet and greet of 2016 took place in Orlando, Florida on January 26 at Chuy's. The event was hosted by Kim Zonca, National Business Media and had 10 attendees. We are excited as 2 IAEE SE board members in attendance, Sue McCart, Chair and Kristina Unger.

It is our goal as a Chapter, to have at least 1 board member in attendance at each meet up. Stay tuned as we are working on our North Carolina and Atlanta meet ups.

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.



MEET A YP! - Kim Zonca



Kim Zonca, CEM, is the Exhibitor Training Coordinator and Event Services Assistant for National Business Media, Inc. and THE NBM SHOW. A proud alumna of the Rosen College of Hospitality Management at the University of Central Florida, Kim has been working with NBM since 2008. Kim lives in Central Florida and is on the National Young Professionals Committee.

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!

What's Happening?

IAEE SE 2015 Chair's Award



Several years ago, the IAEE SE Chapter established an award to recognize outstanding service to the Chapter by a member.

This award is intended to honor those members of our chapter that have gone beyond being a member, and have volunteered their time, wisdom and considerable experience to make our Chapter one of the most successful chapters in IAEE.

During the February 25, 2016 Chapter Educational Luncheon, Immediate Past Chair, Bob Hancock awarded Bob Schuler, VP, Atlanta Convention Center at AmericaMart, with the 2015 Chair's Award.

Bob is the epitome of an IAEE member, SE Chapter Ambassador and volunteer. He understands the value of building and maintaining relationships and recognizes the importance of partnerships. Bob is a veteran of the hospitality industry with over 20 plus years of service. He is faithful attendee at

IAEE National events as well as our local events. In his current position, his job is to sell Atlanta to trade shows and conventions, and what a great job he does.

Thank you from Bob Schuler:

"A heartfelt thank you goes out to the Board and the membership for this recognition. I along with the team at the Atlanta Convention Center at AmericasMart greatly value the partnership we have with the SE chapter of IAEE. Your referrals and business has allowed us to participate at current levels and I thank you. We look forward to growing our businesses together in 2016 and beyond."

International Poultry Expo and GWCC Celebrate 40 Years

The International Poultry Expo (IPE) celebrated 40 years of hosting the trade show at the Georgia World Congress Center (GWCC) in Atlanta in January. Originally known as the "International Southeastern Convention," the trade show began exhibiting at the GWCC in 1977, when the center consisted of only the A-Building.

The first trade show at the GWCC had 10,500 attendees and 302 exhibitors occupying 150,000 square feet of exhibit space. The 2016 trade show had more than 30,000 attendees and 1,301 exhibitors, occupying more than 464,750 square feet of exhibit space. Congratulations on a longstanding relationship!



(Left to right): Robin Hughes, senior event coordinator, GWCC; Dr. Charlie Olentine, retired, executive vice president, USPOULTRY; Nath Morris, vice president - expo, USPOULTRY; John Starkey, president, USPOULTRY; Mark Zimmerman, general manager, GWCC; Mark Adams, director of sales, GWCC; and Scott Crawford, vice president, national sales at Global Experience Specialists (GES)

Dr. Charles Olentine honored on his retirement



U.S. Poultry & Egg Association celebrated Dr. Charlie Olentine's retirement while at the 2016 International Production & Processing Expo in January. Charlie served as executive vice president of the expo, responsible for managing and promoting the trade show. Over his 12-year tenure, he guided the show to its current record levels of attendance and exhibitors.

Congratulations on your retirement, Charlie!



Diverse hotel properties planned for Atlanta

For Atlanta to retain — and even boost — its competitive edge as a travel destination by convention and trade show groups and leisure travelers, a variety of hotel properties is a must.

After years of virtually no new hotel development, Atlanta is starting to see new properties opening, under construction or in the planning phase. These will help solidify that competitive edge, said Mark Vaughan, executive vice president and chief sales and marketing officer at Atlanta Convention & Visitors Bureau.



Early rendering of proposed new GWCC hotel to be built on Northside Drive.

Georgia World Congress Center Authority

Plans continue to move forward for a new hotel on the campus of the Georgia World Congress Center. Hard Rock International plans to open a 220-room Hard Rock Hotel Atlanta on Centennial Olympic Park Drive next to Mercedes-Benz Stadium in spring 2018. Atlanta's Noble Investment Group is planning a dual-branded hotel along 14th Street in Midtown, and construction began last fall on the new 204-room Renaissance Atlanta Airport Gateway Hotel.

"It is an exciting time for us here in Atlanta," Vaughan said. "Our customers — some of which haven't done business with us in years — are relooking at us. The city will benefit tremendously from new amenities that are available to them that weren't here 10 years ago."

The diverse population of brands and projects entering into the market will ultimately create destination appeal for Atlanta, he said. The city needs a good mix of big convention-style hotels, smaller boutique offerings that add charm and brands like downtown newcomers Aloft and Hyatt Place that are good for traveling families.

The new activity is widespread around the region. There are currently 70 hotel

projects in various stages of development in metro Atlanta. Of those nine are in downtown or Midtown, 10 are in northwest Atlanta and the airport area includes 12 new properties. These 70 projects, which do not include the proposed convention center hotel, equal more than 9,000 hotel rooms.

Vaughan said the reconfiguration of space on the Georgia World Congress Center campus will be a strong influencer at that facility.

"It really changes the game in the convention market. That, coupled with all of the other amenities available to all travelers like world class dining and the ease of getting to Atlanta, will make us stand out a notch above our competitors like Orlando or Chicago or Nashville," he said. "A hotel on site will create a different amenity that will allow us to maintain or grow from where we currently rank at No. 4 in the country as a convention destination."

Vaughan said the Atlanta convention market is already 15 percent ahead of where it was last year so that is a good indication that the conventioners can support new product.

"That is somewhat of an insurance policy of a demand generator," he added.

Kevin Duvall, chief operating officer for Georgia World Congress Center Authority, said the authority continues to move forward with the planning process for an on-site hotel following feedback from customers that one was needed. It has carved out 60,000 square feet of space within the current Georgia Dome footprint for the proposed 800- to 1,200-room hotel.

Duvall and his team, along with selected developer Drew Co., continue to believe an on-site hotel will provide great opportunity for the convention market.

"Recognizing that we will have this \$1.5 billion asset with the new stadium next door, the plan is quite attractive and we are in the stages now of figuring out how this development can get off the ground," Duvall said. "We believe the timing is right. Atlanta is a thriving destination and we feel good about the future convention and trade show market. Anything contiguous to our campus puts us in a more attractive light when we compete."

If the project becomes a reality, construction could start at the end of 2017.

Scott Smith, managing director with CBRE Hotels, said the timing is right for increased hotel development activity throughout the region. In 2015, Atlanta hotels had a 70 percent occupancy rate, at an average daily rate of \$97.73 and that equated to revenue per available room at \$68.44 percent.

"That is a 9.5 percent increase from the previous year 2014 and the previous year we saw a 13.1 percent increase," he said, adding an average increase of 3 percent to 4 percent is a good industry standard.

Also, 2016 looks strong with a 7.8 percent predicted increase.

Atlanta has had no new supply for several years. In 2013, it had a 0.2 percent increase and it actually lost some supply with a 0.1 percent drop in 2014. With occupancy jumping from 59 percent in 2011 to 70 percent last year, it is time for new supply, Smith said, adding his firm is forecasting increases of 1.7 percent in supply in 2016, 2.2 percent in 2017 and 3.2 percent in 2018 and 3.7 percent in 2019.

Smith said variety in hotel accommodations adds appeal for a market.

"The more options that a traveler gets from a pricing, amenities or branding standpoint, the better," he said. "The more variety we offer, the more demographics we can pull in."

He added boutique hotels are specifically gaining favor in Atlanta.

"A lot of travelers prefer to stay in a smaller property because if they visit a lot they get to know you and the traveler gets to know the facility," he said, adding even many of those smaller properties are affiliated with a larger brand so travelers can earn and use loyalty points there.

*Tonya Layman, Contributing Writer
Atlanta Business Chronicle*

This article originally appeared in the Atlanta Business Chronicle online, February 26, 2016



WE WANT TO PARTNER WITH YOU!

Join the IAEE Southeastern Chapter as a partner and leverage the value of one of IAEE's largest and most active chapters!

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 PARTNER!

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.

PARTNER BENEFITS

- **Distribution** of promotional materials at meetings
- **Acknowledgment of partnership** through ribbons on badges for each company attendee
- **Logo and Sponsorship level recognition** at Chapter events
- **Rotating banner** signage on the Chapter website
- **Inclusion** in Chapter blast and newsletter recognition
- **Summer Classic recognition through:**
 - the Classic program book
 - the Classic signage
 - promotional chair drops

LET US CUSTOMIZE A PACKAGE FOR YOU!

Get connected,
get involved.

Jim Wulfekuhle, Chair
IAEE SE Sponsorship Committee
jim@iwfatlanta.com

IAEE SE Chapter Executive Office
770-433-4137
info@iaeese.org

Make checks payable to:
IAEE SE Chapter and mail to
1260 Winchester Pkwy, SE Ste. 205
Smyrna, GA 30080-6546



IAEE

Exhibitions and Events Mean Business

www.iaee.com

Southeastern Chapter

2016 Partnership Opportunities

PINNACLE LEVEL

\$8,000

- Chapter Sponsor - Platinum Level**
- GRITZ Reception Sponsor
- Jenny Melton Memorial Golf Tournament Sponsor
- Southeastern Classic Sponsor

DIAMOND LEVEL

\$5,000

- Chapter Sponsor - Gold Level *
- GRITZ Reception Sponsor
- Jenny Melton Memorial Golf Tournament Sponsor
- Southeastern Classic Sponsor

CHAPTER LEVELS

Partner Benefits plus:

** Platinum - \$3300	2 tickets to SE Classic, 2 tickets to 5 chapter luncheons. 1 full page ad in 2 newsletters, 1 infomercial at chapter meeting.
* Gold - \$2800	1 ticket to SE Classic, 2 tickets to 3 chapter luncheons, 1/2 page ad in 1 newsletter.
Silver - \$1700	2 tickets to 2 chapter luncheons, 1/4 page ad in 1 newsletter.
Bronze - \$1000	2 tickets to 1 chapter luncheon

EVENT LEVELS

Partner Benefits plus:

GRITZ Reception \$1500 (2 available)	1 full page ad in Chapter newsletter, Banner ad on the Chapter website for 60 days, Logo table cards, inclusion of sponsor name/logo on hotel lobby meter boards, podium time during reception, logo on all event correspondence.
Jenny Melton Golf Tournament	Awards - \$1000 (2), 19th Hole Reception - \$500 (4), Beverage Cart - \$400 (6), Breakfast - \$350 (3), Hole In One - \$300 (1), Lunch - \$250 (4), Hole - \$200 (18), IN-KIND: Door Prizes (unlimited), Grand Drawing Prizes (3)
Southeastern Classic	Lunch - \$1200 (4), Breakfast - \$1000 (2), Speaker - \$1000 (3), Breaks - \$500 (4) IN-KIND - Goody Bags (100), Transportation, Door Prizes (40)

CONTRIBUTING LEVEL

\$100 - \$900

This is a special level for those individuals/small companies that would like to show their support of the Chapter.

Thank You 2016 Chapter Sponsors



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INTERNATIONAL
CONVENTION
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Chapter Sponsors:

Platinum



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Event

