



Show Buzz

A Newsletter of the Washington, DC Chapter of the International Association of Exhibitions and Events

IAEM Announces Name Change to IAEE

January 2007

The International Association for Exhibition Management (IAEM) announced on November 30, 2006 that they will formally change their name to the International Association of Exhibitions and Events (IAEE, pronounced IA double-E). The name change became effective after its membership voted and approved the change during the association's annual meeting in San Diego, Calif.

“This is a very exciting time for IAEE,” commented Sandy Angus, 2006 IAEE Chairman of the Board of Directors. “IAEE is embarking on a new mission that we are confident, will revolutionize our industry and the way people look at it.”

A new name is only one of several key strategic initiatives that IAEE will use to introduce the industry to their proactive agenda. The new association will focus on three main areas of emphasis:

- ❑ Education and networking programs, already staples of IAEE, will be re-evaluated and upgraded to provide members with optimum opportunities for advancement in each area.
- ❑ Establishing and assuming the position as the principal trade association of the exhibition industry.
- ❑ Developing an overall stronger organization that utilizes strategically focused campaigns and techniques including:
 - Industry advocacy campaigns - to ensure a voice in the formulation of public policy as it affects our industry.
 - Developing a more aggressive and proactive public relations campaign.
 - Providing industry-relevant research by using the resources available through the Center for Exhibition Industry Research (CEIR). IAEE is providing management services to CEIR and, through a license agreement, all CEIR reports will be available to IAEE members.

“The change of name only reflects the fact that the exhibition industry continues to evolve healthfully,” said IAEE President Steven Hacker, CAE. “The name change signals our intent to continue to lead the industry into exciting new areas of opportunity.”

For more information about IAEE, visit www.iaeeonline.org.

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Notes from the Board



Dave Coray, CEM

Happy New Year! I hope everyone had a peaceful holiday season and that 2007 is filled with happiness and prosperity!

I got an early holiday gift when you elected me as the 2007 Chair of the DC Chapter in September, and I'm honored to serve in this position. I'm looking forward to working with the rest of this year's board – a group of extremely dedicated individuals who will put in numerous hours over the next 12 months working on your behalf.

New years are traditionally marked with new beginnings and resolutions, and our chapter is no different. As of January 1, a slightly new board takes the reigns with resolve to continue providing its membership with quality educational programs, entertaining networking events, and informed representation.

Another tradition that needs to be observed is to recognize the individuals with whom I've worked to prepare me for this endeavor. It is with humble gratitude and generous appreciation that I thank Penny Parr and Robin Preston. Both were exceptional leaders who had a vision for our chapter and a voice that continually moved us forward, and both left extremely large shoes to fill. I'd also like to thank the other board members who served in 2006: John Floyd, who kept an eagle's eye on our financial health as Treasurer, Mary Beth Baluta and Kristen Mulvaney. And finally, a huge thanks goes to the rest of the 2007 board: Nancy DeBrosse, Kelly Kilga, Jack Chalden, Catherine Zipf, Mark Salesses, Kim Newell, Michael Currier and Susan Bennett – all of whom are extraordinarily talented, intelligent and motivated.

With the new dues structure, 2006 was a year of growth for IAEM. The DC Chapter alone grew by about 350 new members. Our challenge is to find a way to attract these new members, while still serving the interests of the rest of the membership. Our chapter has some of the brightest minds in the industry, with knowledge and experience that old and new members alike would find beneficial.

With that in mind, the focus of this year's board will be on Best Practices and Mentorship, most notably at the monthly luncheons. January's topic is "Now that was a Good Meeting" where attendees will learn how to hold and participate in effective meetings. We hope to see you on the 19th at the Hotel Washington. We're also adding one more social event earlier in the year, which we hope will attract lots of new faces.

Be sure to visit: www.iaeeonline.org and click Washington, DC Chapter for information about all this year's activities and board members. And if there's anything you'd like from the board, don't hesitate to contact us – we're here to serve.

Thanks again for giving me this opportunity – let's get the year started!

Dave Coray, CEM
IAEE DC Chapter Chair
dcoray@osa.org

IAEE Washington, DC Chapter 2007 Board of Directors

IAEE Mission Statement: IAEE promotes the unique value of exhibitions and events that bring buyers and sellers together such as road shows, conferences with an exhibition component, and proprietary corporate exhibitions, and IAEE is the principal resource for those who plan, produce and service the industry. Adopted 2006.

Chair - David Coray, CEM, Optical Society of America, dcoray@osa.org; **Vice-Chair - Nancy DeBrosse**, Projection Presentation Technology, ndebrosse@projection.com; **Secretary - Kelly Kilga, CEM**, Graphic Arts Show Company, Inc., Kkilga@gasc.org; **Treasurer - Jack Chalden**, BDMetrics, Inc., Jchalden@bdmetrics.com; **Director, Marketing - Catherine Zipf**, InfoComm International, czipf@infocomm.org; **Director, Membership - Mark Salesses**, AGS Exposition Services, msalesses@ags-expo.com; **Director, Programs - Kimberly Newell, CEM**, Mortgage Bankers Association, KNewell@mortgagebankers.org; **Director, Special Events - Susan Bennett**, Experient, Susan.Bennett@experient-inc.com; **Director, Sponsorships & Advertising - Michael Currier**, National Association of Home Builders, mcurrier@nahb.com; **Past Chair - Penny Parr, CEM, CMP**, Brede Expositions, pparr@brede.com

First Chapter Program of the New Year - Don't Miss it on January 19th

EVENT: IAEE Washington, DC Chapter Luncheon Program
"Now That Was a Good Meeting"
Friday, January 19, 2007

SPEAKER: Dawn Rhine, Managing Director, Synergy
Forces, LLC

LOCATION: Hotel Washington, 515 15th St., NW
Washington, DC

CLOSEST METRO: Metro Center (blue, orange or red)

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

REGISTER:: Details to be sent soon or call IAEE
Customer Service, April Key at: 301.662.9401, ext. 2257

Look for full program details & registration soon!

Congratulations to Dan Cole



Dan Cole pictured with his award.

DC Chapter member, **Dan Cole, CEM**, vice president of sales and business development, Consumer Electronics Association/CES received IAEM's Outstanding Achievement in Marketing & Sales, Show Management Award at the Opening General Session & Awards Presentation on November 28, 2006 during Expo! Expo! IAEM's Annual Meeting & Exhibition in San Diego, California.

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AARP Services, Inc.:

Kevin M. Bullock, Kellie Watkins, Laurence Weinstein

Access Intelligence, LLC:

Michael Cassinelli, Jennifer Heinold, Rachel Weintraub

American Chemistry Council:

Katrina Kona

American College of Cardiology:

Angela Bailey, Ina Feinberg, Robyn Goddard

American Orthotic & Prosthetic Association (AOPA):

Tina Moran, Kelly O'Neill

AMT - The Association for Manufacturing**Technology:**

Monica Haley

Association of Trial Lawyers of America:

Annie Seale

Biotechnology Industry Organization:

Chris Galione

Champion Nationwide Contractor:

Steve DeLong, Cheryl Field-Koval, Meredith Martin,

Ryan Nettleton, Jane Perchinske, James R. Reese

Connections Housing:

Cari Auger

Consumer Electronics Association/CES:

Elizabeth Hyman, Janae Littlefield

CORT Trade Show Furnishings:

Louis Bloom

CTIA - Cellular Telecommunications & Internet Association:

Andrew Cusick, Michael Greeson, Bonnie Knight,

Heather Lee, Karen Leon, Robert Mesirow,

Kisme M. Scott, Michele Solomon, Melissa Stoddard

Experient:

Margaret Miller

Golf Industry Show:

Kelly Jo Springirth

Hargrove, Inc.:

William Alvey, Matt Chaney, Joe Flinn

Hilton Hotels Corporation:

David Giger, Rocky Gupta

Industrial Designers Society of America:

Karen Quinker

ITN International Inc/bCard.net:

Will Winningham, Kerwin Wong

Long Beach Area Convention & Visitors Bureau:

Susan Robinson

National Association of Broadcasters:

Fabien Rabanal, Charlotte Zilke

National Association of Chain Drug Stores:

John Davis, Larry Lotridge

National Business Aviation Association, Inc.:

Linda Peters

National Center for State Courts:

Valerie Hansford, Lorri Montgomery,

John Ramsey, CAE

National Conference Services:

Julie Kirkpatrick

National Glass Association:

Mary Purvis

National Petrochemical & Refiners Association:

Kelly Monday

PCIA - The Wireless Infrastructure Association:

Kevin Kelly

Rad Tech - The Association for UV & EB Technology:

Mickey Fortune

ShowCare:

Tony Melis

Starwood Hotels & Resorts Worldwide, Inc.:

Adriana Molina, Fran Sankey

The Map Network:

Tanya Travers

Tourism Toronto:

Dawn Eagleton, Jason Koteff

United Fresh Produce Association:

Joelyn Mayo, Hector Ranero, Jerry Welcome

VIP Concierge:

Gwen McMillan

Vision Council of America:

Angela Car, Greg Chavez, Ed Greene, Chris Harar,

Catherine Jondrow, Deborah Malakoff, Rob Philips,

Shawn Smith

VNU Expositions:

Chris Giaimo, LaTanya Martin, Ryan Walsh

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Maximizing Non-dues Revenue: 10 Ways to Increase Attendance and Up-sell Sponsors



Jeff Fugate

The DC Chapter was fortunate to have Jeff Fugate, Senior Vice President, Experience as the speaker at the IAEM DC Chapter Luncheon program on October 13. Following is his informative presentation with great tips on “Maximizing Non-dues Revenue: 10 Ways to Up-sell Sponsors.”

Why attendance building and sponsorships go hand-in-hand

- Attendees want the optimal event experience without increased event registration fees or dues increases.
- More attendees make happy exhibitors.
- Increased exposure makes happy sponsors.
- More attendees allow higher sponsorship package pricing.

How to make it happen? Go back to the beginning...

- Calculating event ROI means tracking the correct metrics from the beginning.
- Knowing your audience helps you market sponsorships (and exhibits) all the smarter.
- Capture accurate competitive intel.

Tip #1 - Lower or freeze registration costs through increased sponsorship revenues

- A vicious cycle – more attendees due to frozen reg costs means better ROI for sponsors and exhibitors.
- Sponsorships underwrite the cost of that extra item on the agenda.
- Attractive exposure at the fun new function bolsters ROI for sponsor.

Tip #2 - Price bundling

- To encourage multiple attendees, offer sliding discounts for everyone they send beyond one.
- Offer incentives to the team who sends the most people from one location...sponsor provides the prize.
- Sponsors prefer year-long exposure, so bundle more than one event into their package (board meeting, spring meeting, etc.).

Tip #3 - Make travel easy

- Using your membership stats, know where the bulk of your audience is or prefers to go.
- Select a location that is an easy-access gateway.
- Provide free round-trip airfare for a randomly-selected attendee staying in your room block, courtesy of sponsor.

(Continued on page 8)

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A Large Turnout of DC Chapter Members



*Mark Salesses aka
Alex Trebek
at the Chapter Challenge*

At Expo! Expo! 2006 in San Diego



Maximizing Non-dues Revenue

(continued from page 5)

Tip #4 - Keep the early in early bird rates

- Make that discount significant.
- Open it early, close it at a reasonable time.
- Extending is a marketing play.
- Encourage sponsor renewals after last year's event so they are recognized in the earliest promotions.

Tip #6 - Get free publicity

- Ask your hotel and the CVB to help promote your event.
- Put your event on all industry-related calendars via press release.
- Ask your sponsors and exhibitors to help market your event to their customers and provide tools.
- Set up a speaker's bureau and invite your sponsors to participate.

Tip #7 - Make it easy for drivers

- Do an extra email push to prospects within 200-mile radius in last month.
- Pre-negotiate free parking space.
- Acquire sufficient parking space.
- Provide accurate, easy-to-read directions via event web site.
- Give sponsor credit/exposure for making these arrangements.
- Have local chapters help market.

Tip #8 - Use e-mail marketing carefully

- Give people more reasons to attend in a series.
- Proactively tell them what's going on at show.
- Include a live link to a sponsor's site with each outbound e-mail.
- Provide an encoded e-mail to forward to a colleague; sender wins prize from sponsor.

Tip #9 - Get good satisfaction research and act on it

- Membership and attendee satisfaction research.
- Exhibitor and sponsor satisfaction research.
- Track it and act on it.
- Incent high response rates by having sponsors provide attractive prize(s).

Tip #10 - Measure results

- Code everything.
- Establish milestones and evaluate/adjust attendance marketing plan.
- Provide detailed reports to sponsors of success of campaign when asking for renewals and increases.
- Celebrate success with your quantifiable results.

BONUS Tip #11 - Promote what you are doing in Tips #1 - 10!

- A prospective customer (attendee) must see your marketing message NINE TIMES to be moved to the point of purchasing readiness.
- Not-for-profit trade shows spend an average of \$21 per attendee via 8.6 promotions.

Eye-popping stats

- Each outbound "touch" is an exposure for your sponsors.
- 18-25% of overall budgets are spent on marketing.

Successful sponsorship wrap-up

- Distribute fulfillment reports in timely manner.
- Include thank you from ED, event chair, president.
- ASK THEM how we can improve for next year.
- ASK THEM to sign up for another year.

Thank you to Jeff for providing the Chapter with such useful information.

You can view Jeff's complete presentation on the IAEE website at: www.iaeeonline.org (click on Washington, DC Chapter).

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Congratulations to Our Chapter's Newest CEMs

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

Caroline Lacey, CEM

Exposition Manager
American Industrial Hygiene Association

Christine Tschampel, CEM

Manager, National Sponsorship Sales
National School Boards Association

Krisa Haggins, CEM

Associate Director, Exposition
Congressional Black Caucus Foundation

You Can Now View
DC Chapter
Past Program Presentations
Visit: iaeeonline.org
and click on Washington, DC Chapter

New to the IAEE DC Chapter site, you can now view the presentations of past speakers of the monthly DC Chapter luncheon programs online.

This is a great resource if you missed the luncheon program or would like a copy for your files or to share with a co-worker.



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Have News to Share with the Chapter?

Have you recently been promoted, changed jobs or received an award?

If you have news to share with the IAEE DC Chapter, please send an e-mail to Valerie Carrico at: valerie@carrico.net.

Your announcement will appear in a "Shooters" listing in a future issue of *Show Buzz*.



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Sponsorships & Ad Space Available in 2007

Sponsorships are available for various IAEE DC Chapter programs and events in 2007. Sponsorships are a great way to support your Chapter while gaining recognition for your company.

If you are a supplier member of the IAEE DC Chapter and would like to promote your company to nearly 900 members, placing a color ad in *Show Buzz* is the perfect opportunity.

The circulation of *Show Buzz* has recently increased considerably because of the new dues structure and the number of new members keeps growing so you will gain even more exposure for your company in 2007.

Don't miss this opportunity - space is limited and only a couple of new ads can be accepted.

Five issues remain in 2007: March, May, July, September and November.

The deadline for the March issue is February 2, 2007.

If you are interested in sponsorships or advertising, please contact Michael Currier, IAEE DC Director of Advertising and Sponsorships at: 202.266.8689 or email: mcurrier@nahb.com.

Chapter Leadership Retreat



IAEM Chapter Chairs in Dallas.

Leaders from several IAEM Chapters gathered October 25-27, 2006 in Dallas for the Chapter Leadership Retreat. Dave Coray, CEM, IAEE DC Chapter Chair participated in the retreat which revolved around "Tool Time."

Tool Time was about:

- Sharing ideas and networking with fellow IAEM chapter leaders inside and outside of the retreat.
- Enhancing leadership techniques that create effective and efficient chapter boards and committees.
- Training sessions which were developed to boost creativity.
- Having fun with peers while increasing leadership tools.

Dave returned from the retreat with many great ideas to share with the DC Chapter Board which will benefit the Chapter in 2007.



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DC Chapter Members Donate to "America Supporting Americans"

Thanks to our friends at AVW-TELAV and Freeman, the IAEE DC Chapter had a wonderful opportunity to participate in the efforts of America Supporting Americans (www.asa-usa.org) to assist Chris Hughes, COL, Commander, Joint Task Force Bravo currently stationed in Honduras. He is in charge of 1,300 American servicemen and women from the Army, Navy and Air Force working in Central America. Sixty two percent of the troops are recent combat vets on a second, one year tour away from their families.

Their battalion also sponsors an orphanage of 140 boys and girls (ranging in age from 1 to 21 years) in an effort to stay engaged in the community.

THANK YOU to the many DC Chapter members who donated money, personal-care items, clothing and educational supplies for the battalion and orphanage. Your generosity was appreciated so much by so many.

Look for photos in the March issue of *Show Buzz!*

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DC Chapter Members...and Elvis
Had a Great Time at
The Mix Holiday Party!



A Newsletter of the
IAEE DC Chapter

Show Buzz

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