



Show Buzz

Slice and Dice Your Audience for Effective Targeted Marketing

By Kathryn Tidyman, Senior Copywriter, Fixation Marketing

The bigger your event gets, the less likely it is that a single message or a set of messages will appeal to everyone in your audience. When this happens, it makes sense to divvy up your event's features and benefits and tout them to a segmented audience.

Perhaps the industry your event supports can be divided into vertical niches. Or your audience can be easily stratified by job title. You know your audience best and what your event has *specifically* for them so see what they look like when you slice them horizontally by titles or functions and vertically by market niches.

The reasons for doing this are simple.

- Your marketing efforts may be directed to thousands of prospects, but in the end, you're relying on a one-on-one pitch to prompt a single person to take the action you want.
- All of us are in-box skimmers. We want to be captured by an image, a headline, or a promise that immediately speaks to something we need. If we have to visually traipse through messages targeted to the next guy, not us, we'll toss the piece in the recycled paper bin.

In the first few months of your campaign, you may not have enough specifics to do more than send out a save-the-date announcement with a few highlights of your speaker or conference program. But as your schedule firms up, you'll have more detailed information to send to a specific prospect.

Good Lists Are Essential

None of this can happen unless your database of prospect information can be sorted by job titles, company sizes, geographical regions, or other characteristics you want to target. If your lists look a little moth eaten, start now to fill in the blanks.

- Assign an intern to contact people on the list and update the information.
- Look to other list vendors, including industry publications, for more details on the audiences you're going after.
- Send the information you have to your prospects and ask them to update and return to you. To improve the response, offer an incentive.

A Newsletter of the Washington, DC Chapter of the
International Association for Exhibition Management

July 2006

What's Inside

Chair Column	2
Successful Trade Shows	3
Welcome New Members	4
- New Committee	5
- IPR Toolkit	5
Leaping Immigration Hurdles	6
Chapter Members at Springtime	7
New CEM Scholarship Program	8
July 25 Night Out Details	9
Chapter Calendar	11
Newest CEMs	12



(Continued on page 8)

Chair Column - Growing as a Chapter

Growth (noun):

1a. The process of growing. *The American Heritage® Dictionary of the English Language: Fourth Edition. 2000.*

“IAEM is proud to announce that it currently has its largest number of members to date. IAEM reports 4,443 members and is expecting it to continue climbing. The association has gained 28 percent membership.”



Penny Parr, CEM, CMP

“**IAEM International Membership Doubles** - IAEM's international new membership has increased by 100 percent to more than 165 new members outside the continent of North America.”

The quotes above are from a couple of recent updates we've received from headquarters regarding our national growth, in part as a result of the recent change in dues structure.

As a component of that growth we need to ask ourselves as an organization, “Are we doing enough to address the concerns of and to reach out to our members, old and new alike? How are these additional members being utilized and served by their coming into the fold?” The good news is, the answers are ones we can all participate in, as active members of this great organization.

It is with that in mind that I re-direct those questions to us at the Chapter level and pose a challenge to our members to ask, “What am I doing to make a difference to the Chapter? Am I making an important contribution to my fellow Chapter members? And, in turn, how am I being served as a result of my membership?”

As Chair, it is a good time for me to evaluate the same, on behalf of our members. Have we provided the opportunities for your involvement and professional growth? Have we reached out to you? Can we do better?

To that end, we have a couple of new opportunities for our members detailed in this issue and for consideration: the New Member Welcoming Committee and the New CEM Scholarship Program. Both can have a tremendous, positive effect on our Chapter with your involvement...and we do hope you will *get involved*.

As we come to the mid-year point of 2006, it is a perfect time to re-examine what it is you want to accomplish this year. What is the legacy you want to leave behind? Have you been hitting your professional touch points thus far? Are you on track, or is a mid-year correction in order?

Upon delivery of this issue of *Show Buzz*, I'd ask you to assess just that, as it pertains to our Chapter. To take a moment to reflect upon the ways in which you've responded to this year's Chapter charge of “Building Community.”

I'd also like to know of ways you'd like to see your Chapter do more *for you*. However the method, I want to hear from you.

Let's help to make this phenomenal growth that we are experiencing have a collectively profound effect for our association in the right direction. It begins at the Chapter level. It begins with you. You are the critical element in our success.

For our part, we remain as always, a Board eager to listen and eager to serve. We appreciate your input and look forward to your thoughts.

Have a great summer!

Registration Headaches?

Find Fast Relief with ExpoExchange. The Proven Leader.

Registration headaches pop up when you least expect them. To avoid those moments, show managers have relied on ExpoExchange for more than 20 years.

At ExpoExchange we take the power of innovative proprietary technology and combine it with the hands-on practice of our skilled professionals. We deliver registration remedies specially tailored to meet your needs. It's what's expected when working with the industry leader.

For pain free registration and scaled lead management services contact ExpoExchange at 301.662.9401 or visit www.expoexchange.com.

expoexchange
A Custom Global System Company



Washington, DC Chapter 2006 Board of Directors

IAEM Mission Statement: IAEM promotes the unique value of exhibitions and similar events and is the principal resource for those who plan, produce and service the industry. - Adopted Sept. 2004

Chair - Penny Parr, CEM, CMP, Brede Expositions, pparr@brede.com; **Vice Chair** - David Coray, CEM, Optical Society of America, dcoray@osa.org; **Past Chair** - Robin Preston, CEM, National School Boards Association, rpreston@nsba.org; **Secretary** - Kelly Kilga, CEM, Graphic Arts Show Company, Inc., Kkilga@gasc.org; **Treasurer** - John Floyd, Airways Freight Corporation, jfloyd@airwaysfreight.com; **Director, Marketing** - Nancy DeBrosse, Projection Presentation Technology, ndebrosse@projection.com; **Director, Membership** - Mary Beth Baluta, ConferenceDirect, marybeth_baluta@conferencedirect.com; **Director, Programs** - Kimberly Newell, CEM, Mortgage Bankers Association, KNewell@mortgagebankers.org; **Director, Advertising & Sponsorships** - Michael Currier, National Association of Home Builders, mcurrier@nahb.com; **Director, Special Events** - Susan Bennett, ExpoExchange, susan.bennett@expoexchange.com

Successful Trade Shows Rely on Up-to-date Technology

By Pat Fallon, IAEM Member, Vice President of Business Development, CompuSystems, Inc.

It's indisputable that the pace of technological change has been greatly accelerated. Every time you turn around, some new "cutting-edge" technology is being introduced, quickly becoming viewed as a standard in its field.

In the trade show industry, there will always be a demand for new technology solutions to enhance exhibitors' show experience, along with their ROI, making all the difference between a successful show and a mediocre one. To an exhibitor, lead retrieval and management present key opportunities.

Easier-to-use and more reliable lead retrieval devices are crucial to an exhibitor's success. Technology should make tasks easier, not more complicated and harder-to-use. Accessing leads in common Excel format, as well as tools to help with lead follow-up should now be seen as standard when implementing lead retrieval. Devices that are software-based allow for regular product enhancements, necessary to remain competitive in the trade show industry.

"Our development team constantly seeks to be proactive in using technology to offer solutions to exhibitors, attendees, and show planners to make their work easier, more efficient, and ultimately more profitable," said Alan Danenberg, of CompuSystems, Inc. (CSI).

CSI provides lead management services that annually help more than 40,000 trade show exhibitors maximize their sales opportunities. The firm's suite of services helps exhibitors attract qualified buyers to their booth, develop qualified leads on the show floor and turn qualified leads into sales.

Does cutting-edge technology always make a difference? Not every time, but tools that use the latest technology should allow exhibitors more time to cultivate and manage their relationships with attendees. Exhibitors expect to be able to use lead retrieval devices in combination with their own computer, allowing them to come up with custom solutions for organizing and simplifying their lead management. Their leads should be available to them electronically at any time, say, on a removable USB drive, rather than being "locked-up" inside the lead retrieval device waiting for a technician's intervention.

Positive exhibitor response to lead retrieval success can set the stage for increased attendance and more exhibitor participation at future trade shows. In light of the exhibition industry's ongoing challenge of attracting larger audiences and keeping exhibitors happy, this is very good news for trade show organizers.

Exhibitors will continue to raise their expectations for lead retrieval technology and other high-tech solutions. Technology can and will continue to exceed exhibitor and show organizer expectations with smarter, faster and easier ways to make the trade show experience more rewarding and more profitable.

CompuSystems, Inc. is a Broadview, Illinois-based company celebrating 30 years of supplying technology to the exhibition and meetings industry. For information, visit www.compusystems.com.

Technology Meets Innovation

Educate
Advertise
Navigate

InTouch³

Captivate
Create
Impress

TMI
Tradeshows Multimedia, Inc.
440-446-9483
sales@tmiexpos.com
www.tmiexpos.com

Welcome New DC Chapter Members

a2z Inc.: Hima Jain, Rajiv Jain, Bojan Kovac, Pradeep Pathade, Kalpesh Raval, Alvin Sebrinho, Wendy Woods
Access Intelligence LLC: James McKenna, Nick Mitsis, Donald Pazour, Diane Schwartz
American Pharmacists Association: Renee Harris
American Wind Energy Association: Stephen Miner, Britt Theismann
AMT - The Association for Manufacturing Technology: Jessica Aybar, Michelle Edmonson, John Krisko, Lee Anne Orange, Tom Snyder
AON Association Services: Joseph C. Dunn
Conferon Global Services Inc.: Bill Reed, Brad Weaver, CMP
Consumer Electronics Association/CES: Chris Amos, Joseph Bates, Noelle Becker, Carrie Booker, Jessica Boothe, Shawn DuBravac, Joe Gizzi, Helen-Marie Graves, Tara Hutton, Steve Koenig, Rebecca Larson, Jenni Moyer, Laurie Rucker, Katherine Rutkowski, Katie Swearing, Todd Thibodeaux, Angela Titone, Sean Wargo, Heidianne Werner
CTC, Inc. Public Safety Technology Center: Christine Bullard, Lisa Hecker, Jen Ramsey, Jim Scutt
ExpoExchange: Chrissy New
Greater Richmond Convention Center: Tesha Davis, Linne Dilorio, Lee Ford, Jason Green, David Lucier, Dawn Perrin, Erin Ristau, Patrick Skaggs
Hanley Wood Exhibitions: Michael Wood
Hawaii Convention Center (SMG): Sherri Thadeus
International Foodservice Distributors Association: Mark Allen, Stan Barrett, Chris Caldwell, Kathy Devey, Deg Fortier, Jodie Hunt, Mike McCarthy, Steve Porter
JMP Productions, Inc.: Cathy Blewett, Dixie Kennet, Mark Pitzer
Kuehne & Nagel, Inc.: Debbie Amrein
MICE North America: David Patten
National Association of Community Health Centers, Inc.: Tricia Fleisher-Fadness
National Association of Convenience Stores: Amy Ashley-Burke, Jane M. Berzan, CAE, Tiffany Blanton, Elizabeth Bradley, Ally Frank, Elizabeth Hervey, Alison Matys, Ben Moyer, Stephanie Robert, Sherry Romello, Kristen Russi, Judy Turner, Kimberly Edelin
National Association of Industrial & Office Properties: Kathleen Turner, Christopher Ware
National Concrete Masonry Association: Donielle Danforth, Heidi Weiss
National Defense Industrial Association: Britt Bommelje, Emily Brown, Dawn Campbell, Barbara McDaniel, Patrick Raie
Newspaper Association of America: Jessica Davis, Kevin McCourt
Recreation Vehicle Industry Association: Mary Ann Hautala
San Antonio Convention & Visitors Bureau: Tracy Janosko
Semiconductor Equipment & Materials International: Vicki Hadfield, Maggie Hershey, Margaret Kindling, Joyce Yang
Smart City Networks: Kurt Collins
VNU Expositions: Ron Bates, Keith Biersner, Barbara Blaskowsky, Susan Burkhart, Laura Coxon, Amy Holtz, Sara Joyce, CMP, Poppie McNierney, Andrea Nielson, Sean Nodland, Michelle Orsinger, Leslie Silvey
Walt Disney Parks & Resorts: Joseph Koch
Water Environment Federation: Kristin Horton
Wyndham Jade Convention Housing & Registration: Anne T. Mason

Have News to Share with the Chapter?

If you recently had a job change, promotion or other exciting news, please email it to: valerie@carrico.net to appear in a *Show Buzz* "Shooters" listing.



**GET ON TRACK
FOR YOUR NEXT EVENT!**

EPP Will Take You To Victory Lane

Submit an RFP at www.epponline.com/contest
to qualify to win prime seats at an
ACC basketball or NFL football game!

Since 1969, EPP's aerodynamic system has taken non-profit associations to the pole position for achieving optimal exhibit, advertising and sponsorship sales!

EPP
EXHIBIT PROMOTIONS PLUS, INC.

www.epponline.com
410-997-0763/301-596-3028
exhibit@epponline.com

NEW Committee Being Formed

Want to get involved, meet new people and expand your reach? Then get in on the ground floor of the New Membership Welcoming Committee!

Our membership is growing by leaps and bounds and we're looking for individuals who want to make a difference in our Chapter and to our members. **We need you** to welcome our newest members into the IAEM DC Chapter business community!

The rewards:

- You'll mentor to a fellow member
- You'll instantaneously broaden your professional network, and
- You'll volunteer for a group dedicated to your professional growth... just to name a few!

Help make our great Chapter even better – reach out, join in, make a difference!

If you are interested, please contact DC Chapter Co-Chair Dave Coray at: dcoray@osa.org or 202-416-1953.

Name that Committee!

Besides looking for volunteers, we're having a "Name that Committee Contest." Any organization can have a Membership Welcoming Committee, but we want a moniker that will truly identify the commitment to fun and sense of community this new committee will embody.

All suggestions are welcomed. Deadline for submissions: **July 15, 2006**. Please email your entry(s) to: dcoray@osa.org.

Protect Your Intellectual Property at Events - IAEM's IPR Toolkit Now Available

IAEM has created the IPR Toolkit for Event Organizers to help protect event organizers and exhibitors against counterfeiting and piracy of Intellectual Property Rights (IPR).

The Toolkit is designed to help event organizers handle situations of IPR abuse and/or allegations that may arise at a show in a timely, efficient and discreet manner. The various models included in the kit can easily be incorporated and adapted to the overall show plan, as well as distributed to participating exhibitors as a clear guideline of the organization's position on IPR.

"Nowhere within IAEM's growing member advocacy program is there an issue more important than protecting exhibitions from intellectual property rights abuse. We have already learned that some U.S. events have suffered because some exhibitors are reluctant to expose their IPR property to counterfeits, frauds and pirates," says IAEM President Steven Hacker, CAE. "This IPR toolkit will go a long way towards arming our members with the resources that can help them protect their events."

IAEM's IPR Toolkit for Event Organizers includes: IPR Policy Statement; Modifying Your Rules and Regulations; Notification of IPR Dispute; and Attorney's Record of Alleged IPR Violations.

IAEM members can access the IPR Toolkit for Event Organizers using their member password at www.iaem.org/ipr.



Remarkable Service ... Sophisticated Technologies

Customizable Systems to Meet Your Specific Needs:

- | | |
|---|--|
| <input type="checkbox"/> Convention Housing | <input type="checkbox"/> Event Web Presence Solutions |
| <input type="checkbox"/> Registration | <input type="checkbox"/> Product/Exhibitor Locators |
| <input type="checkbox"/> Exhibit Space Sales and Management | <input type="checkbox"/> Message & Information Centers |
| <input type="checkbox"/> Meeting Logistics | <input type="checkbox"/> PDA Event Guides |
| <input type="checkbox"/> Exhibitor Lead Management Services | |

For more information contact:

J. Spargo & Associates
11212 Waples Mill Road
Suite 104
Fairfax, VA 22030
703.631.6200 or 800.564.4220



Visit us online at www.jspargo.com for an interactive tour of our housing and registration software.

"Are you looking for us?"

Convention Bureaus... your single best source for destination information, promotional materials and competitive proposals.

Visit www.cvbreps.com to contact your local representative.

cvbreps.com
WASHINGTON AREA
CONVENTION BUREAU
SATELLITE OFFICES

Breaking Down Barriers to Business

Leaping the Immigration Hurdles

Stephen Fischel, a partner with Fischel, Mohar, and Fanning Law Group, guided our Chapter through the immigration process and issues that some of your exhibitors and attendees could face. If you missed Stephen's educational program at the May IAEM DC Chapter luncheon, it is presented here.

Immigration Issues for Exhibitors & Conference Participants

Conference Participants:

- Exhibitors: Display wares, sell product
- Speakers/panelists - Employment: commission or compensation that goes beyond expenses; Non-employment: voluntary participation or defrayal of expenses
- Attendees: Attend conference, listen and learn

VISAS

Main Principle: Person's activities determine visa category

Possible Visas:

- B-1: Visitor for business is a non-work visa
- H-1B: Temporary worker is an employment visa
- L-1A/B: Intracompany worker
- J-1: Exchange visitor

Exhibitors:

Activities determine visa category

Non-employment - display, demonstrate product, distribute information, AND take contracts of sale of product for subsequent delivery.

Employment - Sale of product at booth or immediate delivery

Temporary Visitor for Business B-1

- No petition required
- Adjudicated directly by U.S. consular officer
- Qualifying activities, non-employment
- Residence abroad no intention of abandoning
- Fees
- Visa Waiver Program

Temporary Worker H-1B

- Standard Petition: I-129
- Labor Condition Application (LCA)
- Numerical limitation
- Processing time
- Fees: I-129 - \$190; ACWIA Fee - \$750/\$1500; Fraud Detection & Prevention Fee - \$500; Premium Processing - \$1000

L-1A/B Intracompany Transferee

- Business entity in the United States and another country
- Manager/executive or Specialized Knowledge Employee
- 6 - Fees
- I-129 Petition

Exchange Visitor J-1

- Designated program purposely designed
- Activities could include authorization to promote and sell wares
- Residence abroad requirement for all visa applicants
- Fees

APPLICATION PROCESS

- Learn consular post where application is processed www.travel.state.gov
- Interview appointment procedure and TIME!!
- Procedure of application fee of \$100
- Is e-application required or preferred?

The Interview - Encounter with U.S. Consular Officer

- Who is a Consular Officer?
- Highly educated generalists; a few professionals like attorneys
- Young with minimal business or world experience

(Continued on page 10)

They made the switch!

Over 30 of the Trade Show 200 Show Organizers have chosen CompuSystems for their registration and lead retrieval needs. Why?

Unparalleled service

Industry leading technology

Over 30 years experience

Call today to find out how you can make the switch.



708.344.9070

www.compusystems.com

DC Chapter Members Participate in Springtime

The IAEM DC Chapter participated on May 25th in the eagerly awaited, annual trade show, "Springtime," providing a booth at the event. The show, held at the beautiful Washington Convention Center, attracts more than 800 exhibitors and 2,100 association industry professionals and provides a great opportunity for the DC Chapter of IAEM to make valuable inroads in obtaining new members...and in greeting current ones! Our Chapter enjoyed enthusiastic response at the booth, with a number of attendees coming by to visit and inquire about membership.



We would like to acknowledge and thank the following individuals who participated in the success of the booth by contributing their time: Mark Salesses, DC Chapter Member; Robin Preston, Chapter Past Chair; Mary Beth Baluta, Chapter Director of Membership; John Floyd, Chapter Treasurer; Kelly Kilga, Chapter Secretary; Nancy DeBrosse, Chapter Director of Marketing; and Susan Bennett, Chapter Director of Special Events.

Our Chapter would also like to extend a special thank you to **Brede Exposition Services** for redesigning the booth for the event and providing the signage and the tickets to the Nationals Game, which were offered in a drawing to new members.

Thanks, one and all!



It's "Back to School" with the New CEM Scholarship Program!

The DC Chapter of IAEM is rolling out a new CEM scholarship program, designed to help individuals with the financial aspect of obtaining their Certified in Exhibition Management (CEM) designation.

Why obtain your CEM? In addition to the acquisition of practical knowledge, those individuals who participate in the *CEM Learning Program* learn to acquire and maintain a competitive edge, stay abreast in a rapidly changing industry, and respond better to customer needs.

Five scholarships, available to Chapter members obtaining their initial CEM designation, are available per year (Fall 2006-Fall 2007). The scholarships are designed to cover the cost of one module and exam.

Scholarship winners will be notified by September 29, 2006.

Make the commitment now, to get the CEM designation you've been meaning to get.
Your Chapter is ready to help!

Applications are available for those interested in applying. You must be a member of the DC Chapter of IAEM to participate and be eligible per the requirements of IAEM.

**Interested individuals can contact, Laura Larson at: llarson@aphanet.org
for more information and to receive the scholarship application.**

Deadline for submissions: September 8, 2006.

Effective Targeted Marketing

(Continued from page 1)

Inexpensive Ways to Deliver

If you have money to spend – and indeed you may if you and your team decide it is essential to increase attendance from part of your audience – there are plenty of ways to package audience-specific content for your targets: direct mail pieces, targeted inserts inside a brochure, or separate pages on your show website. But if you don't, and you need to start small:

- On your website, consider subheads in an HTML document so that viewers can scroll to the information that interests them.
- On printed materials, customize messages by making a black plate change (e.g., on the mail panel) that will appeal to each particular target.
- Experiment with the single, most important target you want to grow. Then expand your efforts the following year, incorporating what you learned your first time out.

The bottom line is you want your prospects to think that all aspects of your event – the speakers, the workshops, the exhibitors, even the location – were designed *just* to help them deal with the most pressing concerns in *their* workday.



Brede

Still focused
on the
same goals...

Yours.

Brede EXPOSITION SERVICES
serving the trade show industry for over 100 years

1-800-753-EXPO

Networking Reception & Night Out at a Nationals Game

July 25, 2006

EVENT: 2nd Annual IAEM DC Chapter Networking Reception & Night Out - Nationals vs. San Francisco Giants baseball game

BRONZE SPONSOR:  **Brede** EXPOSITION SERVICES

Additional Sponsorships are Available for this Event

LOCATION: Networking Reception: Bullfeathers of Capitol Hill, 410 First St., SE, Washington, DC
Game: RFK Stadium, 2400 East Capitol St., S.E., Washington, DC

CLOSEST METRO: To Bullfeathers: Capitol South Metro; To RFK: Stadium-Armory

TIME: Reception: 4:30 pm - 6:30 pm Game time: 7:05 pm

REGISTER: Ticket price: \$20 reception/game. **Limited # of tickets so please register soon** at: www.dchapter.iaem.org or call IAEM Customer Service, April Key at: 301.662.9401, ext. 2257

Please contact Michael Currier at 202-266-8689 or mcurrier@nahb.com to sponsor.



CDS CONVENTION DATA SERVICES

Integrating Experience with Technology

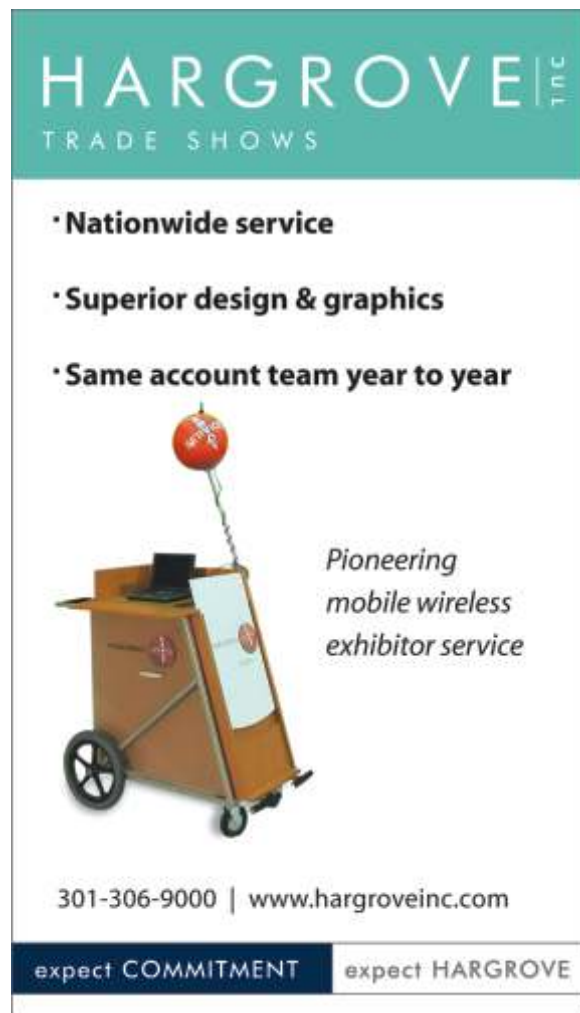
Convention Data Services

- Online Registration
- Database Mining & Marketing
- Lead Management Services
- Online Surveys
- Onsite Service & Support
- Conference & Registration Web Design & Hosting

Put our experience and technology to work for your next event

10 Million Registrations • 3000 Tradeshows
20 Years of Experience • 1 Client at a Time


107 Waterhouse Road • Bourne, MA • 02532
800.548.9299 • www.cdsreg.com



HARGROVE

TRADE SHOWS

- Nationwide service
- Superior design & graphics
- Same account team year to year



Pioneering mobile wireless exhibitor service

301-306-9000 | www.hargroveinc.com

expect COMMITMENT | expect HARGROVE

Immigration *(continued from page 6)*

Consular Office

- Law grants extensive discretion to the officer
- Consular Officer must be personally satisfied that applicant qualifies otherwise the office MUST refuse the visa application!!!!
- The Consular Officer's decision is not subject to judicial review
- Informal review is possible

Consular Office Mentality

- Knows burden of proof rests on visa applicant
- Treats each case as potential fraud as the Consular Officer encounters so much fraud
- Experiences post 9/11 fear factor
- Resolves doubts against the applicant

What is Consular Officer Looking for in Interview of 2 to 4 Minutes?

- CREDIBILITY evidenced often by demeanor, behavior and appearance
- Substantive qualifications
- Ties to residence abroad

Preparation for Interview

- Be honest
- Be confident
- Know your job and circumstances
- Look the part (dress like your profession!)
- Bring necessary documentation (H-1B, L-1A/B, B-1 and J-1)

Interview Experience

- Consular Officer will not likely look at papers even though you must take them
- Consular Officer will review application and ask questions to assess your credibility
- Knowing local economic and social conditions, s/he will ask pertinent questions to judge whether you are and do who you say you are and do
- Decision is usually immediate

Other Issues of Concern

- Clearances: Mantis: technology-based: effecting China, India, Israel, Russia, and others; Condor: special check for all males from Muslim countries
- Inadmissibilities and Waivers

Port of Entry

- DHS Inspector has authority to adjudicate de novo
- Inspector controls admission into the United States
- Inspector has advantage of inspecting luggage to determine credibility and admissibility

SOLUTIONS

- Determine in advance what activities invitees will engage in
- Will they need employment visa or not?
- Prepare appropriate invitation letters, informing participants of immigration hurdles and actions they need to take to attend

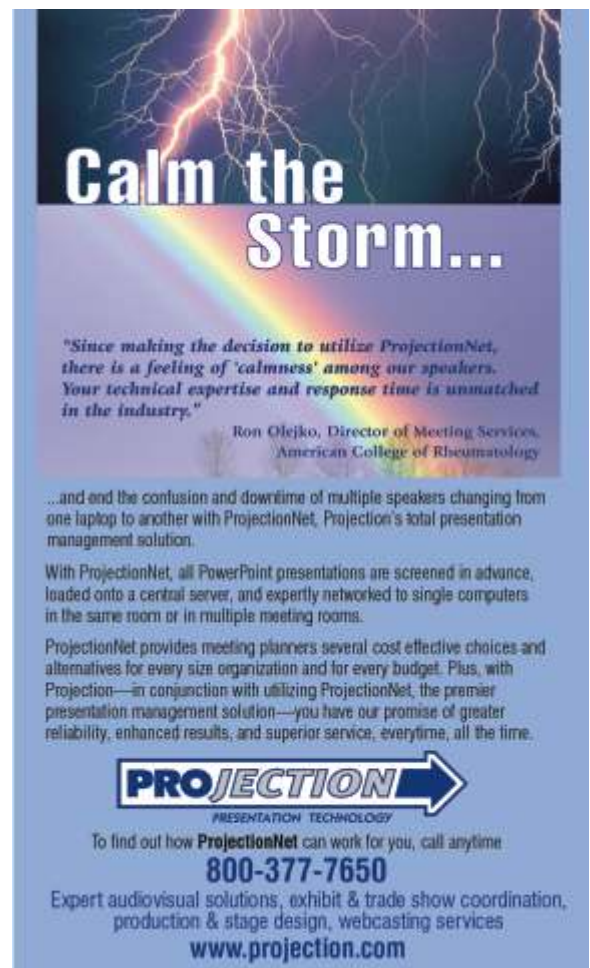
Letters

- Employment participants: Summary of H-1B, L-1A/B, or J-1 process with timing and fees
- Non-employment participants: Summary of B-1 visa application process, again with timing and fees
- General information on clearances

Major Conferences

Topic and regional concerns:

- Contact commercial officers in region
- Contact chief consular officer at pertinent post
- Contact Visa Office at State Department



Calm the Storm...


"Since making the decision to utilize ProjectionNet, there is a feeling of 'calmness' among our speakers. Your technical expertise and response time is unmatched in the industry."

Ron Olejko, Director of Meeting Services,
American College of Rheumatology

...and end the confusion and downtime of multiple speakers changing from one laptop to another with ProjectionNet, Projection's total presentation management solution.

With ProjectionNet, all PowerPoint presentations are screened in advance, loaded onto a central server, and expertly networked to single computers in the same room or in multiple meeting rooms.

ProjectionNet provides meeting planners several cost effective choices and alternatives for every size organization and for every budget. Plus, with Projection—in conjunction with utilizing ProjectionNet, the premier presentation management solution—you have our promise of greater reliability, enhanced results, and superior service, everytime, all the time.

PROJECTION 
PRESENTATION TECHNOLOGY

To find out how **ProjectionNet** can work for you, call anytime
800-377-7650

Expert audiovisual solutions; exhibit & trade show coordination,
production & stage design, webcasting services
www.projection.com



WOULD YOU DRIVE YOUR CAR BLINDFOLDED?

Why manage your show that way? Jacobs, Jenner & Kent is a global marketing research firm specializing in exhibitions. We provide insights—and can open your eyes to the obstacles and opportunities ahead. You'll feel a lot more confident behind the wheel.

Learn more. Visit www.jjkresearch.com
or call 410.256.5297.

Jacobs Jenner & Kent
MARKETING AND RESEARCH CONSULTING

2006 IAEMDC Chapter Calendar

July 25

Chapter Networking Reception & Night Out at Nationals Game
Bronze Sponsor: Brede Exposition Services

August 10

Fun Night at Wolf Trap
Dinner and Concert:
Hootie & The Blowfish
Gold Sponsor: Las Vegas Convention and Visitors Authority



September 8

Chapter Luncheon Program
Annual Business Meeting & Industry Update with Doug Ducate
Gold Sponsor: Reno Convention and Visitors Bureau

October 13

Chapter Luncheon Program
“Innovative Revenue Sources”
GOLD Sponsor: Tourism Toronto

November 17

Chapter Luncheon Program
“Asking the Right Questions: How Research
Can Reinvent the Trade Show”
Gold Sponsor: Brede Exposition Services

December (date to be determined)

The Mix - Holiday Party

AGS
Exposition Services

*It's all about
“the Relationship!”
How's yours?*

NATIONAL SALES OFFICE
MARK R. SALESSES
Executive Vice President
Office: (703) 239-2608 ♦ Cell: (703) 946-0060
E-mail: msalesses@ags-expo.com

EASY TO FIND, EASY TO PLAN, EASY TO LOVE —
700,000 SQUARE FEET OF POSSIBILITIES!

A collage of four photos showing the interior of the Greater Richmond Convention Center, including a large conference room, a meeting area, a registration desk, and a hallway.

GREATER RICHMOND CONVENTION CENTER

The **GREATER RICHMOND CONVENTION CENTER** is one of the most well-equipped and versatile meeting and exposition facilities in the mid-Atlantic. We are a world-class facility which offers fantastic amenities to event planners, show producers, exhibitors and consumers. Richmond's accessibility and central location make the Greater Richmond Convention Center the perfect choice for your next event.

GLOBAL SPECTRUM For information contact our experienced sales team by 804/783-7300 or WWW.RICHMONDCENTER.COM

Newest CEMs

Two DC Chapter members recently earned their CEM designations. Congratulations to:

Dennis Sharland, CEM

Exhibits Manager
National Defense Industrial Association

Drennan Lindsay, CMP, CEM

Senior Conference Manager
Z-Tech Corporation



exposure.

be *sure* your show has it.

To get the maximum exposure for your tradeshow or convention, call the experts in the field. We'll make it a sure thing.

Contact Bob James at 301.718.8512, x14 or email bjames@frostmiller.com www.frostmiller.com



FROST MILLER GROUP



*When the choice must be based on
QUALITY*

Washington (301) 621-4105

Baltimore (443) 471-7000



A Newsletter of the
IAEMDC Chapter

Show Buzz

IAEM Washington, DC Chapter
c/o Mary Beth Baluta - ConferenceDirect
2329 South 9th Street
Arlington, VA 22204