



# Show Buzz

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

## How to Reach Your Trade Show's Goals

By IAEM DC Chapter Member, Tom Dozier, AIM Meetings and Events

In my past years of experience on multiple 200-300 booth trade shows, I have found that all trade shows have two major goals: conference owners want to maximize revenue from the trade show floor and exhibit managers want to maximize the experience of the exhibitors.

Following are ways to help you reach your goals this year:

**Get an exhibit hall floor plan online that shows available booths.** It takes little to setup and saves a great deal of time for the exhibit manager. No more penciling out floor plans and faxing to potential exhibitors, or asking the decorator to create a new shaded floor plan weekly, if not daily. We negotiate with our decorator to cover the costs of the floor plan. I believe in the future, online floor plan companies will have exclusive contracts with decorators.

**Email market your trade show.** Unless you know your exhibitors are computer illiterate, you should be able to send 95% of trade show correspondence via email. I still believe that you need a nice hard copy marketing piece for a select few exhibitors, but the day is coming when all trade show marketing will be done online. It's easier to email items like badge requests, contracts, schedule revisions, etc. You get the information out with a simple email program, and its ten fold cheaper and more time efficient than doing a traditional mailing. All conferences should also provide pre and post conference attendee lists. If this isn't provided, you will ruin the relationships with your exhibitors, overtime. Also, we have all seen city skylines in the marketing material. Been there, done that. Be innovative; think of another theme to market your trade show location.

**Create a reason for every attendee to come to the conference trade show.** Have your internet lobby in the middle of the hall. If you negotiate complimentary wireless in the venue contract, it can be a very economical option to get people into the hall. Also, have dedicated exhibit hours. Open them exclusively after the Opening Session. Have food, drinks, receptions, educational sessions, prize drawings, workshops, petting zoos, rocket launches, radio broadcasts, motorcycle rides, etc. on the show floor.

**Create innovative sponsorships.** We created a sponsorship that allowed the top sponsor to smoke the hall with company colors. In a local DC golf event, a CVB was the bathroom sponsor. On the show floor, don't just have a food cart sponsor, also offer a sponsorship for a food cart *rim* and put some shiny chrome rims on the cart that everyone will notice. People will remember! In 2006, companies are bored with being the lanyard sponsor and the back page of the conference program sponsor. Be open to new ideas. If they don't work in year one, scratch them for year two of the show, but I bet you will be surprised!

I hope you would agree that exhibit hall floor plans, online email marketing your trade show, and creativity will help your trade show reach its goals in the future.

May 2006

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# Chair Column - Get Ready for Spring

Greetings all...Spring has arrived! It is hard to believe, but the year is in full swing. And in keeping step with your valued input, the IAEM DC Chapter has been host to several relevant educational offerings.



Penny Parr, CEM, CMP

On the networking front, our recent IAEM DC Chapter Happy Hour at Whitlow's On Wilson Bar & Grill on April 19<sup>th</sup> was a huge success. It was the perfect setting for meeting up with industry colleagues, old friends, and making several new ones in the process. A good time was definitely had by all.

What is truly exciting however, is the roster of events still to come: **May:** "Breaking Down the Barriers to Business: Overcoming the Visa Hurdles for Your Attendees & Exhibitors"; **June:** IAEM Chairman's Update with Sandy Angus; **Our Summer Networking Series: June:** Nationals Baseball Outing

**July:** Miniature Golf Event; **August:** Fun Day at WolfTrap hosted by the Las Vegas Convention and Visitors Authority; **September:** Annual Business Meeting & Industry Update with Doug Ducate; **October:** "Innovative Revenue Sources"; **November:** "Asking the Right Questions: How Research Can Reinvent the Trade Show"; and the crescendo **December:** The Mix - Annual Holiday Party.

By the way, it's not too late to be a sponsor at some of these wonderful events, so if you are interested in promoting your organization while supporting our Chapter, please contact Michael Currier, his information follows on page 10. We appreciate your support of this dynamic organization!

In closing, I hope to see you at the upcoming events and as always, am available to discuss any topics or feedback related to the Chapter. The Board and I look forward to continuing to make your requests a reality and in turn, your membership more valuable.

Happy Spring!

**Penny Parr, CEM, CMP, IAEM DC Chapter Chair**  
National Sales Executive, Brede Exposition Services, Inc.  
Pparr@brede.com

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# Let's Make a Deal

By Betsy McWhirt, IAEM DC Chapter Member  
Director of Business Development, Fixation Marketing

To do media negotiations or not to do media negotiations: that is the question:

Whether 'tis nobler in the pocketbook to suffer  
The cost of attendee acquisition,  
Or to take arms against a sea of spending,  
And by opposing, save money?\*

Ok, so I'm not William Shakespeare. **But a looming question for most trade show organizers is how to get quality attendees, exhibitors, and buyers to their events.** In today's world, marketing budgets are limited, but the demand for comprehensive marketing campaigns remains high. Traditional media include direct mail and print and interactive advertising. **Although most trade shows spend significant dollars on direct mail, they can maximize their print and interactive advertising investment more than they realize through barter and other media negotiations.**

## Where to Start

Strong media negotiations must start with a corporate decision that bartering for free advertising space is of value. But what do trade shows have to offer? Trades might include publication bins, additional badges for sales reps, rights for a publication to produce the show daily, access to post-show registration data, and booth space. Many publications jump at the opportunity to gain exposure by trading for booth space or a publication bin. In turn, the trade show is better able to saturate the market through increased advertising, drive people to their registration website, attract more buyers, and gain more credibility for the show on the international scene. It also reinforces to exhibitors that trade show producers are doing everything they can to bring buyers to the show.

## Big Returns

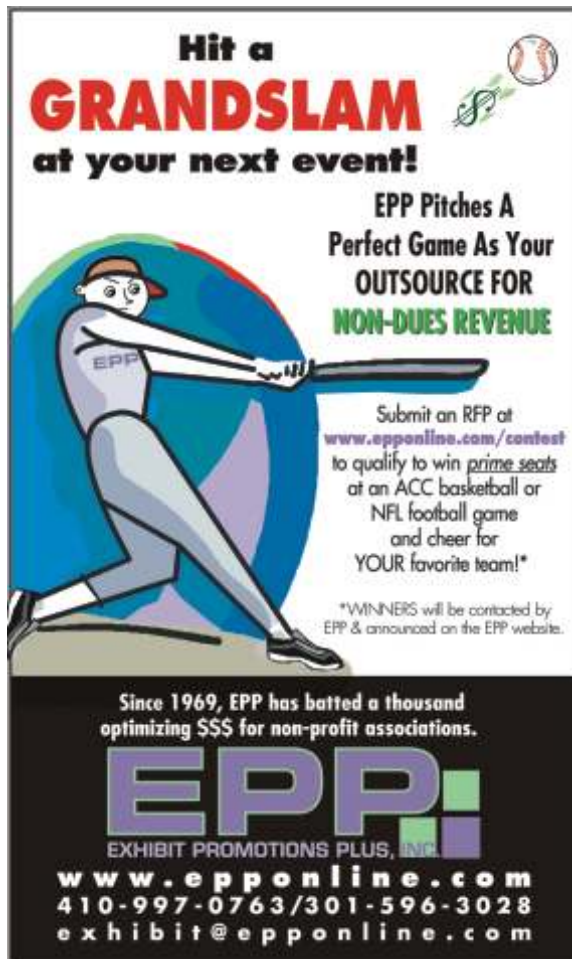
One major international show taking place this June will receive more than \$1 million worth of advertising for an investment of \$250,000. This media negotiation campaign also helped the show gain exposure and credibility in new markets in China, India, Indonesia, the Middle East, South Africa, South America and Europe. The show is on track to host 75,000 buyers and exhibitor personnel.

It's not complicated, but it's also not for the faint-hearted. A good media negotiator requires attention to detail, organization, and a sense of when to hold 'em, when to ask for a new card, and when to diplomatically fold 'em. But keep in mind that the more details negotiated (like furnishings, promotional items, etc.), the more complicated and out of control it can get, so it's best to keep the trade as simple as possible.

Where do good media negotiators come from? Well, there are probably a lot of association employees who can do a bang up job. But using a third party negotiator, either a free-lancer or a marketing firm, can also be very beneficial. They can sometimes get a little tougher, a little softer, run interference, deal with details, or negotiate more unemotionally.

With all due respect to our bard, Will, nothing will come of nothing.\* A little added investment in media negotiations can stretch advertising dollars while boosting attendance and the bottom line.

(With apologies to "Hamlet" and "King Lear" respectively.)



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# Welcome New DC Chapter Members

American Academy of Physician Assistants:  
Patricia Swift

American Machine Tool Distributors Association:

John J. Healy, CAE; Gary Schiffres

American Public Power Association:  
Jeff Haas

American Speech-Language-Hearing Association:

Mary Harding; Cheryl Russell, CAE  
Association for Unmanned Vehicle Systems International:

Angela Carr; Lisa Grigg, Gretchen Wherry  
BearCom:

John Matthews

C4 Events:

James Kelley, Joseph Longobardi

Kim Nichols, Gene Sanders

Champion Nationwide Contractor:

Dan Ballard; Pam Mason; Heidi

Michel; Laura Rowles; John Szymczak;

Pam Thornton; Mark Yuska

Dobson & Associates, Ltd.:

Carol J. Sullivan; Melinda Yium

Dulles Expo & Conference Center:

Amy Eddine; Michael Murray;

Jennie Payne

Edison Electric Institute:

Cynthia Atkinson; Deborah Matthews

Fixation Marketing:

Megan Campbell; Sharyn L. Collinson

Shea Davis; Chad DeLuca;

Betsy McWhirt; Rob Otremba

FSI:

Aaron Udler

Gaylord National Resort & Convention Center:

James Anderson; Scott Griffin; Kim

McKernan; Mary Shea;

Matthew S. Stumpf

GES Exposition Services:

Josie Z. Caldwell; Russell Schneider

Industrial Designers Society of America:

Jeff Bruening

International & American Association of Dental Research:

Gwynn Breckenridge; Janis Flemming

J. Spargo & Associates, Inc.:

Eric Wills

National Association for College

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Rebecca Villarrea

National Association of Federal Credit

Unions:

Peter Taylor

National Association of Secondary School Principals:

Tammy Wightman

National Business Aviation Association, Inc.:

Donna Raphael

National Defense Industrial Association:  
Veronica Allen

Packaging Machinery Manufacturers Institute:

Ingrid Cowen

Society for Human Resource

Management:  
Rebecca Orens

The Society of the Plastics Industry, Inc.:

William Carteaux; Phyllis Hortie;

Brigid Hughes

Transportation Management Services:

Brianne McManus; Mike Moulton

Kevin O'Connor; Mary O'Reilly

Dan Sherman; Mark Tucker; Mike Ward

United States Geospatial Intelligence

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# Shooters

## **Laura K. Larson, CEM**

has been promoted from Exposition Manager to Associate Director, Expositions for the American Pharmacists Association (APhA).

## **Mary Beth Baluta**

recently joined ConferenceDirect as Director of National Accounts.

## **Susan Bennett, ExpoExchange**

is the new Director of Special Events on the IAEM DC Chapter Board of Directors.

Thank you Susan for volunteering your time and talent.

**Have you recently changed jobs, been promoted, won an award?  
Share your news with a Shooters listing.**

**Please email your announcement to Valerie Carrico: [valerie@carrico.net](mailto:valerie@carrico.net).**

## Congratulations



*Aidan James Strowger*

Congratulations and best wishes to **Ryan Strowger, CEM**, Manager, Business Development, International CES, wife Susie, and big sisters Hayley and Lindsey on the birth of Aidan James. Aidan was born on March 8, 2006 and weighed 7 pounds, 13 ounces and was 20 inches long.

## They made the switch!

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# How to Listen Clients into Selling Themselves

Many Chapter members were fortunate to hear Stephen Pia's, insightful presentation at the March 10 Chapter Luncheon Program. For those members who missed "How to Listen Clients into Selling Themselves" a wealth of valuable information was presented, some of which is recapped here.



Stephen defined selling as the process of **negotiating** with your client's **value meter**. In order to be an effective negotiator, you must be a skillful **COMMUNICATOR!** If your current job title and function is to be a sales professional let's change that to communications professional.

*Stephen Pia, COACH Media, Inc. speaking to the IAEM DC Chapter.*

## 'CIS' (Customized Interactive Selling) Communication Strategy

A 'CIS' (Customized Interactive Selling) Communication Strategy redirects the natural tendency of event sales pros who want to simply 'pitch' their product. Instead, event sales pros are taught a question based, **communications strategy** geared towards helping them negotiate the sales process and maximize their client interactions.

"Salespeople need to create rapport and trust so the buyer will engage in **honest dialog**. Asking questions and listening builds that trust. The more clients talk, the more likely they will buy. People respond to their own words and ideas with far greater conviction than anyone else's. They may not believe statements you make, but will believe their answers to your questions. Exceptional salespeople literally...**listen people into selling themselves.**" (Deanne Berg, ED. D)

### The Steps of a 'CIS' Communication Strategy:

1. **Agenda:** Manage the discussion and manage the outcome
2. **Assess:** Qualify Vendor and "listen clients into selling themselves"
3. **Explain:** (X) Attendees/Buyers build 'Short lists'
4. **Understand:** Marketing goals, strategy, challenges, needs and process
5. **Present:** FAQ's, Question, Answers and Confirmation Questions
6. **Recap:** Gauge clients 'value meter'
7. **Close:** Proposal, Close and next steps/scheduled appointment



Stephen explained that your business strategy and event strategy should mirror each other!

### Business Strategy

XYZ Market

Corporate Office

Advertising/Mktg. Campaign

Salesperson

Customer/Prospect

Sell product/Service

\$\$\$ . .ROI

### Event Strategy

XYZ Event

Event Booth Space

Event Advertising/  
Mktg. Campaign

Booth staff

Customer/Prospect

Sell product/Service

\$\$\$ . .ROI

The IAEM DC Chapter would like to thank Stephen Pia again for this most informative presentation.

If you are interested in utilizing Stephen's sales training and coaching services, you can contact him at:

Stephen Pia

Founder and Media Sales Trainer/Coach

COACH Media

Phone: 978-927-9155

[www.coachmediapros.com](http://www.coachmediapros.com)

email: [spia@coachmediapros.com](mailto:spia@coachmediapros.com)



# A Fun...and Educational Afternoon at the March Luncheon!



# New IAEMConnect Allows Online Networking

All members may access the NEW online networking service which includes searching, matching, sharing, communicating and meeting functions!

IAEMConnect will allow you to network with other IAEM members, share industry ideas and schedule to meet. IAEM first launched IAEMConnect for all attendees of the 2005 Annual Meeting. Now it will be available for IAEM Members only.

**Just visit [www.iaemmemberconnect.leveragesoftware.com](http://www.iaemmemberconnect.leveragesoftware.com) and enter your user name and password.** If you have not created a user name and password, please e-mail [IAEMConnect@leveragesoftware.com](mailto:IAEMConnect@leveragesoftware.com) for an invitation to join.

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# Join Your Chapter at the May 12 Luncheon Program

**TOPIC:** “Breaking Down the Barriers to Business: Overcoming the Visa Hurdles for Your Attendees & Exhibitors”

**PROGRAM DESCRIPTION:** There are many challenges encountered in the United States immigration system that your exhibitors and attendees will face. If these issues are not addressed there could be negative economic impacts to your event. Our speaker, Stephen Fischel will review your options and offer possible solutions to guide one through this maze of immigration.

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**SPEAKER:**

Stephen Fischel is a partner with Fischel, Mohar, and Fanning Law Group and a Fellow with the Migration Policy Institute

**LOCATION:**

Westin Hotel  
801 North Glebe Road, Arlington, Virginia

**CLOSEST METRO:** Ballston

**AGENDA:**

**May 12, 2006**  
11:45 am - 12:30 pm  
Luncheon Registration & Networking Reception  
12:30 pm - 1:15 pm  
IAEM DC Chapter Luncheon  
1:15 pm - 2:00 pm  
Chapter Program

**FEES:**

Member: \$35 (advance); \$45 (on-site)  
Non-member: \$40 (advance); \$50 (on-site)

**REGISTER:**

Don't delay, register at: [www.dcchapter.iaem.org](http://www.dcchapter.iaem.org) or call IAEM  
Customer Service -April Key at: 301.662.9401, ext 2257  
**Advance** registration closes on May 9.



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9

# Sponsorships Available Help Support Your Chapter!

There's still time for you to gain valuable company exposure while supporting the IAEM DC Chapter.

Various sponsorships are available in 2006!

Gold, Silver or Bronze Sponsorships are available for the:

**OCTOBER 13: Luncheon & Program**  
"Innovative Revenue Sources"

Sponsorships also available for  
**Our Summer Networking Series:**

**June:** IAEM DC Chapter  
Nationals Baseball Outing

**July:** IAEM DC Chapter  
Miniature Golf Event

If interested, please contact

Michael Currier

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# 2006 IAEM DC Chapter Calendar

## May 12

Chapter Luncheon Program  
“Breaking Down the Barriers to Business:  
Overcoming the Visa Hurdles for Your  
Attendees & Exhibitors”

## June 16

Chapter Luncheon Program  
IAEM Chairman’s Update with Sandy Angus

**Thank you to the GOLD SPONSOR of the  
June Luncheon Program:**



## June (date TBD)

Chapter Outing - Nationals Baseball Outing

## July (date TBD)

Chapter Miniature Golf Event

## August (date TBD)

Fun Day at Wolf Trap

## September 8

Chapter Luncheon Program  
Annual Business Meeting &  
Industry Update with Doug Ducate

## October 13

Chapter Luncheon Program  
“Innovative Revenue Sources”

## November 17

Chapter Luncheon Program  
“Asking the Right Questions:  
How Research Can Reinvent the  
Trade Show”

## December (date TBD)

The Mix - Holiday Party

## PDC in Rosemont, IL

Plan now to attend the IAEM Professional Development  
Conference (PDC) and Supplier Showcase in Rosemont, Ill.,  
**June 20-22, 2006.**

Education and professional development will continue to be  
the main focus for this event. The Supplier Showcase will feature  
exhibition suppliers and service providers, similar to Expo! Expo!  
Six CEM courses will also be offered. Visit: [www.iaem.org/pdc](http://www.iaem.org/pdc).

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# WANTED: Members to Work Chapter Booth at Springtime - May 25

Springtime, Greater Washington's premier meetings and association industry expo is May 25 at the Washington Convention Center.

As in years past, the IAEM DC Chapter will have a booth at Springtime so if you can lend a hand to represent our Chapter at the booth, we would appreciate your support.

To volunteer, please contact Robin Preston at: 703.838.6217 or via email: [rpreston@nsba.org](mailto:rpreston@nsba.org).



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IAEMDC Chapter

Show Buzz

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c/o Mary Beth Baluta - ConferenceDirect  
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