

May/June 2013

A newsletter of the Washington, D.C. Chapter of the International Association of Exhibitions and Events

www.iaeedc-chapter.com

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Every Business is Engaged in Battle

*An interview with Gary Shapiro, author of **Ninja Innovation***

By Bob James, Vice President, ITN



Chapter members don't often write a best-seller, much less two. But Gary Shapiro, President and CEO of the Consumer Electronics Association, has done just that. His new book, *Ninja Innovation*, comes two years on the heels of his first one, *The Comeback*. Chapter member Bob James asked him about his new book.

James: Ninjas are combatants. Do you think business is really a form of war?

Shapiro: Every business is engaged in battle. It's the

battle to rise from survival to prosperity. So you have to have a battle plan and a goal; you have to marshal your forces; you have to be strategic; and you have to recognize that your competition is doing the same things.

James: Do you have to be a bully or a drill sergeant to be successful?

Shapiro: Absolutely not! That's a recipe for not being successful. You need to think like a ninja to succeed. You have to be clever and think outside the box. You have to set a goal and relentlessly pursue it.

James: Do you ever despair about Millennials' ability to be ninja-like?

NOTES FROM THE Board

Do sofas = more business?

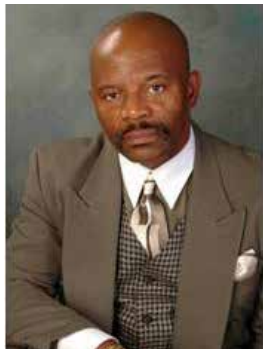
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Donna Johnson,
CEM, CMP, CTS

When was the last time you walked through an exhibit hall/tradeshows and saw only exhibits? The tradeshow of today looks a lot different than the tradeshow of yesterday. As you walk the aisles of an exhibit hall today, you can see some or all of the following areas:

- Attendee Lounges
- Wireless Café's
- Learning Labs
- Charging Stations
- Food & Beverage Areas
- Casual Seating areas with sofas



B. Murphy

Strategically placed areas are used by Show Managers to bring excitement to the exhibit hall, provide for additional networking opportunities in a more casual location, keep attendees in the exhibit hall and hopefully lead to more business for the exhibitors.

In one tradeshow that we attended, there was even a "Volunteer Zone" set aside with a sign inviting attendees to give 15 – 20 minutes of

their time right on site. This zone was stocked with cases of bottled water, stationery, pencils and pens, etc. The attendees would spend some time putting together "care" packages that were donated to the local school system at the end of the show.

More and more, show managers recognize the need to find more creative ways to attract and keep attendees in the exhibit hall as long as possible. This, obviously, helps with exhibitor satisfaction which translates to exhibitors' retention and new exhibitor sales.

Exhibitors also are becoming more sophisticated in the ways they attract and engage people to their booths!

Gone are the days when an exhibitor just stocked the booth with candy and hoped to "entice" folks to stop by. Today one would see things as creative as a shoe shine stand right in the booth!

So next time you attend a tradeshow – charge your phone or tablets, find a sofa, put your feet up and talk business!



Mark Your Calendar

Chapter upcoming activities are noted on our website <http://www.iaeedc-chapter.com/page.cfm/ID=1>

Chapter luncheons are typically held the second Friday of every month EXCEPT in June, July, August and December.

Typical agenda:

Registration and Networking Reception:

11:45 a.m. – 12:30 p.m.

Luncheon and Education

Program:

12:30 p.m. – 2:00 p.m.

IAEE Luncheons

When: May 10, 2013

Where: Westin, Alexandria, VA

Topic: How does one surf a social media tsunami?

Sponsored by:

IAEE Collective

When: May 29 – 30, 2013

www.iaee.com/events-education/iaee-collective

Social Events

What: Chapter Reception, Fairmont Hotel, Washington, DC

When: May 29, 2013, 5:30 pm – 7:30 pm

Will be held in conjunction with the IAEE Collective Program,

Sponsored by:



What: Bowling Tournament, Lucky Strike Lanes, Washington, DC
When: July 17 – Save the Date more details to follow

Sponsored by:



What: DC Capitol Area Food Bank

When: June 15, 2013 from 1:00 – 4:00

Contact: B. Murphy (bmurphy@fernexpo.com)
Need 20 volunteers!

Connect with the D.C. Chapter

- **Facebook:** www.facebook.com/IAEEDC
- **LinkedIn Group:** Join International Association of Exhibitions and Events (IAEE) Washington, D.C. Chapter”
- **Twitter:** www.twitter.com/IAEEDC
- **Chapter Website:** www.iaeedc-chapter.com
- **Instagram:** Follow IAEEDC
- **Pinterest:** www.Pinterest.com/IAEEDC



No lunches scheduled for June, July or August, please join us at one of our special events!

Need a new professional headshot?

Then attend the May 10th Chapter lunch and let our official chapter photographer Blanken Photography Studio, Ltd. provide you with a complimentary professional headshot. Headshots will be taken prior to the lunch program. So wear your best attire and bring your smile!

A must-Attend Event for Industry Experts.



ATTENDEE ACQUISITION ROUNDTABLE

Attendee Acquisition Roundtable (AAR) — **September 19 in Washington, DC** — is the workshop for convention and exhibition marketers to meet, network, and learn how to find, attract and retain attendees with peers and subject matter experts.

For more information and to register, visit www.lippmanconnects.com/aar

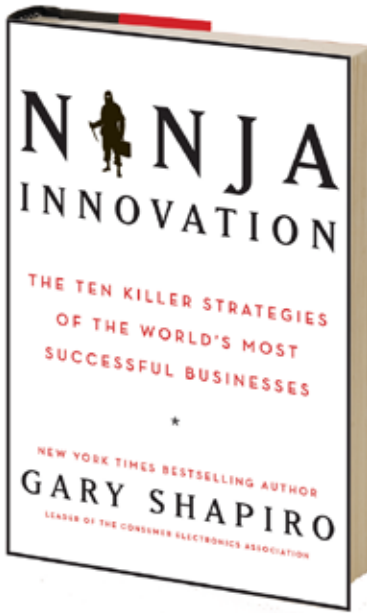


Produced and Facilitated by Sam Lippman

Sam Lippman has 36 years of hands-on experience as a show manager, educator, trainer and executive-level consultant. He is the producer of Exhibition and Convention Executives Forum (ECEF), Attendee Acquisition Roundtable (AAR), Exhibit Sales Roundtable (ESR) and Large Show Roundtable (LSR).

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Every Business is Engaged in Battle



Continued from page 1

Shapiro: I don't think it's an age-related phenomenon. There are plenty of tough ninjas that are young.

James: Why does your trade show, CES, deserve the title "ninja tradeshow?"

Shapiro: To me, a ninja is someone who's incredibly flexible and uses whatever she can to do things better. We don't have every answer, but we're smart enough to seek answers from others. We go to a lot of other shows, just to see what others are doing. That's what great trade show producers do. They're always

learning from their colleagues. That's why I think we're a ninja tradeshow.

James: What ninja ways can an exhibitor bring to exhibit marketing?

Shapiro: Exhibitors that are savvy spend time with the show producer exploring what things can be done together to support their mutual goals. The worst thing an exhibitor can do is just show up. We love it when our exhibitors want to explore different things. Not everything is doable obviously, but if it meets our need for excitement, attendance,

announcements, promotion, star-power, stretching the envelope, making news, then we are happy to help. Exhibitors have to understand it's not just about raw exhibit space and building a pretty booth. It's about being creative.

Bob James is vice president, marketing for Bethesda-based ITN, known for pioneering the use of NFC (short-range wireless) in the event industry.

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2013 Board of Directors

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ASIS International
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Do you have a topic that you would like covered at a lunch? Contact Ronnie Schaer, rschaer636@gmail.com or Dede Walsh, dwalsh@projection.com.

Interested in sponsoring an event? Contact Bill McGlade to learn more at Bill.McGlade@signs.org.

If you have any questions or comments about the articles in this newsletter, please contact Donna Johnson at 202.367.1271 or djohnson@courtesyassociates.com.

If you would like an extra copy of any issue of Show Buzz, please send an e-mail to Donna Johnson at djohnson@courtesyassociates.com with subject line Copy of Show Buzz.

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Design: Two Sisters Creative, karen@twosisterscreative.com
Photography: Bob Blanken. Printing: Day & Night Printing.*

May 2013

IAEE Collective

Washington, D.C.

Coming to a City Near You

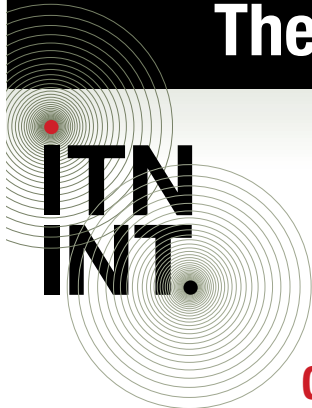
In just a few weeks the IAEE Collective will be coming to you. Take advantage of these four, tailor-made face-to-face opportunities that concentrate on your specific professional developmental needs. An opportunity this good and this close shouldn't be missed, so join us 29-30 May in Washington, D.C.

For more information visit:
<http://www.iaee.com/events--education/iaee-collective/>



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Large Show Roundtable (LSR) — **June 27 at the Kentucky Exposition Center** — is a one-day, facilitated forum for managers of shows with at least 125,000 net square feet to discuss strategic issues with their peers and subject matter experts.

For more information and to register, visit
www.lippmanconnects.com/lsr



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Photos of the Washington, D.C. chapter luncheons and other events
Photos: Bob Blanken

IAEE DC March and April 2013 Meetings



M. Richard Melliand, Cindy Groff, and Peter Vroom

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Ann M. Garvey, CMP, Marian Gallo, and B Murphy



Martha H. Sproehle, CEM and Kellie Shevli





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Kevin Murphy and David Barr Snyderwine



Karen Bradley Burnett, CGMP and Charles Robinson, FASAE



Padriac Walsh, CTS, Joseph Rivera, and Ivan Lazarev

Social Buzz (continued)



Robyn M. Leach and Amanda T. Patrick



M. Richard Melland and John Hyland



Debbie Dyson, CEM and Karen Miller, CEM



Chris Alex and Jim Perrus



B Murphy and Diedra A. Cauley, CEM, CMP
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Kristen Adomshick and Faye Memmoli



Jean Bryant, CEM and Stacie Doan



Susan D. Haning, CEM, CMP and Mary Gallagher



Sponsor a2zinc: Monica Devamanoharan, Jim Nugent, Kendra Smith, Wayne Crawford, and Pennie Hawks



IAEE DC/New York GOLF & SPA Classic
Benefiting the IAEE DC and New York Chapters
Hosted by The Atlantic City Convention and Visitors Authority

September 16, 2013-Atlantic City Country Club, Atlantic City, NJ

Tournament Sponsorship's available

The War on the Shore

Please join your fellow IAEE members for a fun filled day of either golf or spa in wonderful Atlantic City. Space is extremely limited. Participants can either play golf on Monday 9/16 or take advantage of a wonderful spa treatment. Drive to Atlantic City on Sunday (hotel room provided) and enjoy the day and get ready for an opening reception. Play golf on Monday at the fabulous Atlantic City Country Club and then enjoy a great lunch and awards before your drive home that evening. SPA participants will be given treatment times so they can participate in the lunch and award ceremony at the golf club.

This golf/spa event will assist both the New York and DC Chapters of IAEE with fundraising activities.

For additional information please contact:

Questions: Megan Lennox-Tournament Management

Email: mlenox@aimmeetings.com or wgalanty@aimmeetings.com

C/o Tournament Management, 212 S. Henry Street, Suite 200, Alexandria, VA 22314

Questions: 703-549-9500

We hope you can join us for this fun event!

Shooters

PROMOTIONS

Alex Brody was promoted to Deputy Director at the Association of the U. S. Army

Taryn Fisher was promoted to Director, Convention Sales at the National Association of Broadcasters

Penny Hawks was promoted to Sales Manager at a2z, Inc.

Mildred Hernandez is now Senior National Sales Manager at the Puerto Rico Convention Bureau

Arina Kravets is now Senior Manager, Exposition Operations at J Spargo & Associates, Inc.

David Lawton is now Executive Vice President of Sales & Marketing at Convention Data Services, Inc.

Johanna Merryman was promoted to Senior DDW Convention Manager at the American Gastroenterological Association

Neil Mullanaphy is now Acting President & CEO, Senior Vice President of Sales at Puerto Rico Convention Bureau

Nia Murphy Price is now Senior Meetings & Exhibits Coordinator at Digestive Disease Week

Carolyn West is now Manager, Government Relations at the International Foodservice Distributors Association

MOVERS AND SHAKERS

Elizabeth Ambacher, CEM is now Assistant Vice President, Meetings & Expositions at the National Apartment Association

Beth Bushman is now at Pasadena Convention Center Washington DC Office

Cheryl Butler is now Senior Meetings Manager at DDW Administration

Laura Degnon is now at President at Degnon Associates, Inc.

Cori Dossett is now the Exhibit Manager at The American Association of Immunologists, Inc.

Marcus Eng is now the Meeting Planner at the American Public Transportation Association

Joe Felperin is now Director of Business Development at CadmiumCD

Jack Gonzales is now Director of Marketing & Communications at the American Public Transportation Association

Pooja Gurung is now Meetings Coordinator at the International & American Associations for Dental Research

Nicole Jackson is now Exhibition Operations Coordinator at the Water Environment Federation

Joey Martin is now CEO of Joey BagofDonuts

Michelle Melsop is now Manager Conferences and Meetings at SPI: The Plastics Industry Trade Association

Kathleen O'Driscoll is now at Shevlin Associates

Stephen Pfeiffer is now the National Sales Manager at Shepard Exposition Services

Jennifer Root is now Director of Conferences and Education at Association of Marketing Service Providers (AMSP)

Doug Whittemore is now National Sales Manager at Shepard Exposition Services

Kisme Williams is now Marketing Manager at Access Intelligence, LLC

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Welcome New Members

CONEXSYS Registration Ltd

Samantha Scarpa

Convention Data Services Inc

Nicole Hutchison

Diversified Business Communications

Kelli Cook

Sarah Goggins

Kate-Lyn Lyons

Megan McEwan

Jill Merchant

Stephanie Rossi

Massachusetts Convention Center Authority

Stacey Church

Massachusetts Dental Society

Rachael Rich

Projection Presentation Technology

Dave Kolar

Questex Media Group

Francesca Lepore

Congratulations

CGMP

Society of Government Meeting Professionals

Krystal Bushell, CGMP

CEM's

National Automobile Dealers Association

Terri K. Carter, CEM

Goodwill Industries International Inc

Naomi Iheme, CEM

American Wind Energy Association

Brandon Kopp, CEM

Specialty Graphic Imaging Association

Jean Lambert, CEM

Katie Wolfe, CEM

CMP's

J Spargo & Associates Inc

Arina Kravets, CEM, CMP

American Orthotic & Prosthetic Association (AOPA)

Tina M. Moran, CMP


United States Postal Service

Mr. Joseph Porporino, CTSM, CMP


CMM's

United States Geospatial Intelligence Foundation

Nicole Sutter, CMP, CEM, CMM







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