

# T·awards

a TSNN event

## PROGRAM

NOV 2-4, 2012 • LOUISVILLE, KENTUCKY



Helping people perform at a higher level.



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OFFICE OF THE MAYOR  
LOUISVILLE, KENTUCKY

GREG FISCHER  
MAYOR

November 1, 2012

To All in Attendance  
TSNN T-awards

Dear Friends:

Welcome to Louisville – we are delighted and honored that you are visiting us.

Our city will roll out the red carpet and do everything possible to make you feel at home. You will find that we are a friendly and vibrant city offering top-notch facilities, one-of-a-kind attractions, great food and lots of places to have fun.

Louisville is home to world-class arts, first-class restaurants, top-notch hotels and more than 120 attractions, many of which can only be experienced here. From our new waterfront KFC Yum! Center arena, to the Muhammad Ali Center, to the Louisville Slugger Museum, to the award-winning Waterfront Park, to the Jefferson Memorial Forest, the largest city-owned forest in America, there is something for everyone.

Thanks for visiting with us, and I hope you'll come back soon.

Sincerely,

Greg Fischer  
Mayor

/ect



## 2012 TSNN T-AWARDS: CELEBRATING TRADE SHOW EXCELLENCE

*TSNN is honored to celebrate the fastest-growing shows in net square footage and attendance from the years 2009-2011. The overall winners in attendance and net square footage categories will be honored November 3rd at the TSNN T-awards Gala.*

### TSNN TOP 25 FASTEST-GROWING TRADE SHOWS BY NET SQUARE FOOTAGE

- The Great American Trucking Show
- FDIC - Fire Department Instructors Conference
- Cosmoprof North America
- FABTECH
- MAGIC Marketplace (MAGIC/WWDMAGIC/MAGIC kids/Sourcing at MAGIC/Project/Pool) - Aug.
- SEMA 2011 Show (Specialty Equipment Market Association)
- Surf Expo - Sept.
- E3 (Electronic Entertainment Expo)
- AAPEX
- OFFPRICE Show - Feb.
- OFC/NFOEC (Optical Fiber Communication/Natl. Fiber Optic Engineers Conference)
- LandWarNet
- MAGIC Marketplace (MAGIC/WWDMAGIC/MAGIC kids/Sourcing at MAGIC/Project/Pool) - Feb.
- Premiere Orlando
- International CTIA WIRELESS
- LIGHTFAIR INTERNATIONAL
- OFFPRICE Show - Aug.
- SuperZoo
- Annual National RV Trade Show
- Pack Expo Las Vegas/CPP Expo
- NPPC's World Pork Expo
- 2011 IFT Annual Meeting & Food Expo
- IAAPA Attractions
- Farmfest

### TSNN TOP 25 FASTEST-GROWING TRADE SHOWS BY ATTENDANCE

- WPPI - Wedding and Portrait Photographers International
- 2011 ATA Archery Trade Show
- Shooting, Hunting & Outdoor Trade Show (SHOT Show)
- Surf Expo - Sept.
- GlobalShop
- SuperZoo
- National Retail Federation's Annual Convention & EXPO – Retail's BIG Show
- America's Largest RV Show
- Outdoor Retailer Winter Market
- Interop Las Vegas
- WasteExpo 2011
- AudiologyNow!
- ABS - America's Beauty Show
- SEMA 2011 Show (Specialty Equipment Market Association)
- Nightclub & Bar Convention and Trade Show
- Farmfest
- International CES
- OFA Short Course
- Outdoor Retailer Summer Market
- Safari Club International Annual Hunter's Convention
- FABTECH
- NSC 2011 Annual Congress & Expo
- JCK Las Vegas
- IPC APEX Expo
- The Work Truck Show & NTEA Annual Convention

## TOP 5 NOMINEES FOR TSNN T-AWARDS "BEST OF SHOW"

The 2nd Annual TSNN T-award "Best of Show" award nominees represent a wide range of industries from plastics to babies. Below are the five nominees and, after an extensive social media campaign, the winner will be announced November 3rd during the TSNN T-Awards Gala.

- Baby Bonanza and Kid's Expo
- Coverings
- HealthAchieve
- NPE 2012
- VDTA/SDTA



## DERBY CITY STYLE, WE'LL GO THE EXTRA MILE AND A QUARTER TO MAKE YOUR EVENT A WINNER

### The Louisville Marriott Downtown offers:

- Variety of meeting room layouts that accommodate groups up to 2,300 people
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- Adjacent to 4th Street Live entertainment and dining district
- 42-inch, flat-screen, high-definition TVs in each guest room
- Catering services provided by our award-winning culinary staff
- Hotel restaurants include BLU Italian Grille, the Bar at BLU and Champions Sports Bar & Grill
- Starbucks located in the lobby
- Connected to the Kentucky International Convention Center
- Group value rate packages available for 2012-2014



# SCHEDULE AT A GLANCE

## FRIDAY, NOVEMBER 2<sup>ND</sup>:

### *Arrivals*

- Noon - 6:00 PM: Registration open – *Rose Room, Marriott*
- 18:30 - 21:00: Opening Night Reception at award-winning 21c Museum Hotel  
*\*\* Bus pick up 6:15 @ Marriott 2nd Street Entrance*
- 21:00 - 23:00: Hospitality continues at the Marriott – *Bluegrass I & II*

## SATURDAY, NOVEMBER 3<sup>RD</sup>:

### *TSNN Executive Conference - Kentucky International Convention Center*

- 08:00 - 09:00: Breakfast – *Trackside Lobby, directly across from the Marriott.*
- 09:00 - 09:15: Opening Remarks – *Conference Theater*
- 09:15 - 10:15: 1st Session - "State of the Industry" panel with David Audrain, incoming chair of SISO, and Doreen Biela, chair of IAEE
- 10:15 - 11:15: 2nd Session - Driving Attendance with Non-Traditional Tools, led by Michelle Bruno, President of Bruno Group Signature Events
- 11:15 - 11:30: Break
- 11:30 - 12:30: 3rd Session - Creating A Fascinating Marketplace, led by Dana Freker Doody, Vice President of Corporate Communications for The Expo Group
- 12:30 - 13:30: Lunch – *Rooms 101 and 104*
- 13:30 - 14:30: Lunch Keynote - Rick Pitino University of Louisville Cardinal's Basketball Head Coach
- 14:30 - 18:00: Free Time

### *TSNN T-awards Gala - Marriott Downtown Louisville*

- 18:00 - 19:00: TSNN T-awards Reception – *Marriott Ballroom Foyer*
- 19:00 - 22:00: TSNN T-awards Gala Dinner – *Marriott Ballroom V & VI*
- 22:00 - Midnight: Afterglow – *Marriott Ballroom VII-X*

*\*\*\*REMINDER: Tonight is Daylight Savings Time – Set Clocks Back 1 Hour!*

## SUNDAY, NOVEMBER 4<sup>TH</sup>:

10:00 - 12:00

Brunch at Churchill Downs with Racing Day to follow starting at 12:45

*\*\*Bus pick up 9:30 am @ Second Street Entrance*

### *Departures*

12:00pm:

Buses will be scheduled to depart from Churchill Downs for the airport. Sign up for bus transportation at the registration desk in the Rose Room – Marriott on Friday, November 2.

*For those staying for the races taxis will be available to the airport. The airport is 3 miles/10 minutes from Churchill Downs.*

***THANKS TO TSNN***  
*for the opportunity to provide  
production services for the awards show.*



# AXIS

# SPEAKER INFO & BIOS

## KEYNOTE SPEAKER: RICK PITINO

UNIVERSITY OF LOUISVILLE CARDINALS  
BASKETBALL HEAD COACH



The 3rd Annual TSNN T-awards: Celebrating Trade Show Excellence, on tap Nov. 2-4 in Louisville, will feature a luncheon keynote given by legendary University of Louisville Cardinal's Basketball Head Coach Rick Pitino.

An accomplished coach and leader, Pitino is the first coach in NCAA history to take three different teams to the NCAA Final Four. In 27 seasons as a collegiate head coach at five different schools, he has compiled a 629-234 record, a .729 winning percentage that ranks him 11th among active coaches.

His current contract ties him with U of L through the 2016-2017 season.

Pitino began coaching the U of L Cardinals for the 2001-2002 season, and by his second year there, he led the team to the No. 2 position in the AP poll and spent time as the nation's top team in the RPI and Sagarin Ratings.

In the 2004-2005 season, Pitino guided his team into the Final Four for the first time since 1986 and during the next few seasons he reached the Final Eight twice and then the Final Four again in the 2011-12 season during which the team won 30 games and claimed the BIG EAST Tournament championship.

In his storied career, Pitino also coached the New York Knicks from 1987-89 and for three-and-a-half years, he served as president and head coach of the NBA's Boston Celtics.

He also successfully coached several other collegiate teams, including the University of Kentucky to three NCAA Final Four appearances in his last five years there, winning the 1996 NCAA Championship and reaching the national title game in 1997.

Pitino got his start in coaching as a graduate assistant at Hawai'i in 1974 and served as a full-time assistant there in 1975-76 when he was the head coach for the last six games of the season (2-4) when the head coach was relieved of his duties.

From there, he never looked back, taking a head coaching job at Boston University in 1978 for five years before switching over to the Knicks and returning to college ball as head coach at Providence College for two seasons (1985-87).

Aside from his hoops prowess, Pitino has achieved success off the court as well in such realms as broadcasting, publishing, motivational speaking and horse racing.

He is an accomplished author, producing such books as the best seller "Success Is A Choice" and "Lead to Succeed."

Born Sept. 18, 1952, Pitino is a native of New York City, where he was a standout guard for Dominic High School in Oyster Bay, Long Island. Pitino and wife Joanne have five children: Michael, Christopher, Richard, Ryan and Jacqueline; and four grandchildren: Anna, Audrey (Michael's children), Andrew (Christopher) and Ava (Richard).

# DAVID AUDRAIN

## INCOMING CHAIR OF SISO



David Audrain, is President and CEO of Clarion Events North America, a subsidiary of global event organizer Clarion Events Ltd. Audrain is an equity partner in this new company, responsible for building a growth business in the American exhibition industry.

Previously, Audrain was President and CEO of Messe Frankfurt North America through January 2012, where he spent more than six years managing a team of 40 staff spread across the USA, Mexico and Canada.

Audrain has managed eight Tradeshow Week 200 shows including the annual SEMA Show. Audrain was COO of private show management firm ConvExx from 2001 through 2005, having come from his position as General Manager for the Men's Apparel Division of MAGIC with Advanstar Communications.

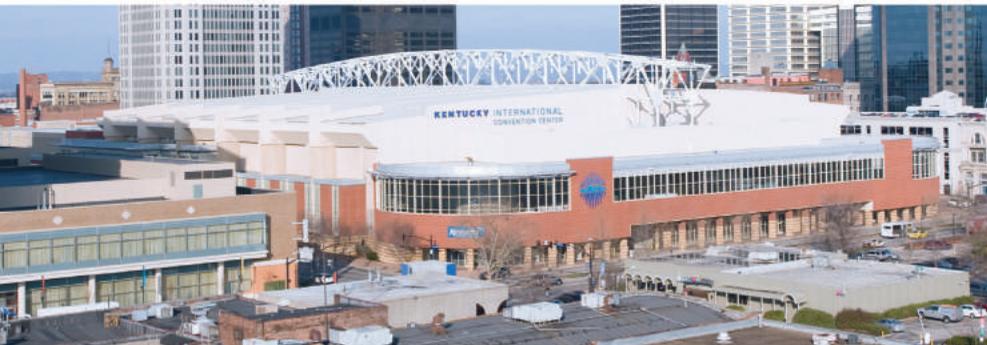
For Hanley-Wood Exhibitions Audrain managed the Surfaces and NACE trade shows, and at Miller Freeman he was Vice President responsible for the Sewn Products / Decorated Apparel Group, which included nine trade shows and four monthly trade publications. Audrain joined Miller Freeman after seven years with the Texas Restaurant Association (TRA). While directing the Southwest Foodservice Expo at TRA, Audrain grew the show by 47% in his first three years and negotiated a merger with a related industry show.

**Welcome**  
**T-awards**  
at TSNL event



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- Our 300,000-square-foot convention center provides a beautiful and functional downtown convention facility.**
- A 175-person state-of-the-art conference theater with tiered seating and a fully interactive A/V setup
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# DOREEN BIELA

CHAIR OF IAEE



Doreen Biela, CEM has been involved in the exhibitions and events industry since 1991, currently as Vice President, Engagement & Events for LightSpeed. Her professional experience has included working for McDonald's Corporation, the American Health Information Management Association (AHIMA), the American Academy of Dermatology (AAD), Hall-Erickson, Inc., and other organizations in a variety of roles. She has served as Chair of the Midwestern Chapter of IAEE and currently is the 2012 Chair for both IAEE and the International Center for Exhibitor & Event Marketing (ICEEM). Her educational experience has included earning a Bachelor of Arts Degree from Ray College of Design, a Certificate in Event Management from George Washington University, CEM certification in 2004 and she is a graduate of the IAEE Krakoff Leadership Institute.

# MICHELLE BRUNO

PRESIDENT OF BRUNO GROUP  
SIGNATURE EVENTS

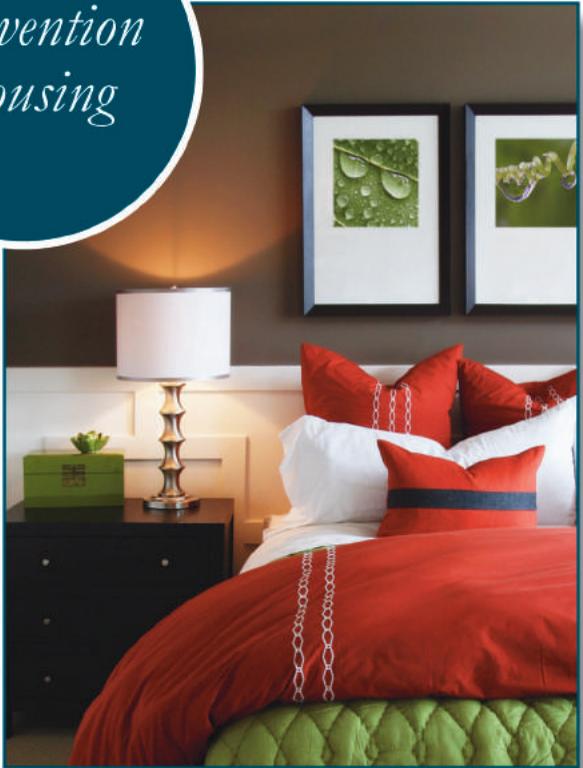


Michelle Bruno is a writer, blogger, and meeting professional. She is President of Salt Lake City-based Bruno Group Signature Events, a content marketing firm for the face-to-face event industry. She writes about social media, technology and face-to-face meetings at the "Fork in the Road" blog ([forkintheroadblog.com](http://forkintheroadblog.com)) and for [TSNN.com](http://TSNN.com). She is a writer for IAEE's (International Association for Exhibitions and Events) publication Newslines and serves on the EIBTM Tech Watch Committee that awards recognition to the top event industry technology providers in the world. with his wife Katy.

Creating event experiences.  
Generating higher profits.  
Driving efficiencies.



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*Convention  
Registration*

Grow your event with us! With Wyndham Jade as your housing, registration or lead retrieval partner, you are getting access to our knowledge base that's built on more than 30 years in the industry. We know what works. We know what doesn't work. Our extraordinary personal service powered by our advanced technology solutions deliver memorable experiences.

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Dynamic program design, tailored for your event

Analytics engine that powers decision making

Personal service that exceeds expectations

# DANA FREKER DOODY

## VICE PRESIDENT OF CORPORATE COMMUNICATIONS FOR THE EXPO GROUP

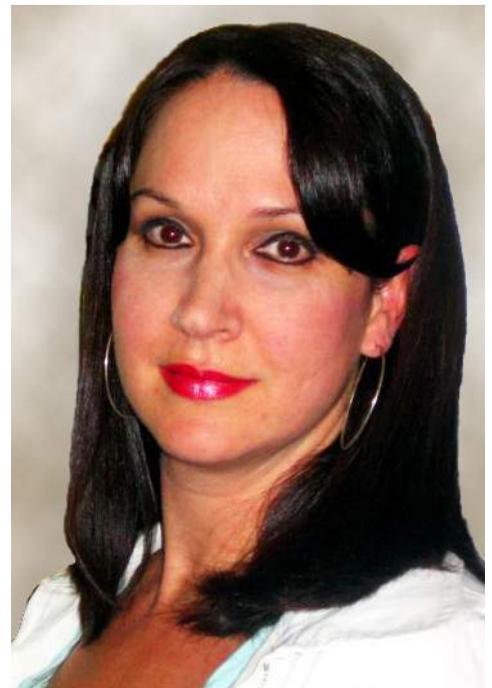
Dana Freker Doody is Vice President of Corporate Communications for The Expo Group where she oversees in-house and client-side programs, including the production of hybrid events engaging virtual audiences with social media channels and educational content direct from the trade show floor. A 10-year veteran of The Expo Group, Dana helps drive the company's service promise pulling from previous experience at Disneyland, brings communications knowledge from her days at The Dallas Morning News and rebels against the status quo thanks to ... well, we are not really sure. Follow her @theexpogroup, [www.youtube.com/theexpogroup](http://www.youtube.com/theexpogroup), [www.facebook.com.theexpogroup](http://www.facebook.com.theexpogroup) and [www.linkedin.com/in/danafrekerdoody](http://www.linkedin.com/in/danafrekerdoody).



# RACHEL WIMBERLY

## PRESIDENT AND EDITOR-IN-CHIEF OF THE TRADE SHOW NEWS NETWORK

Rachel Wimberly is President and Editor-in-Chief of the Trade Show News Network, the No. 1 online news source for the trade show industry in the U.S. She previously was senior editor for Tradeshow Week magazine, as well as Variety magazine, the New York Times Regional Newspaper Group and CNN Business News in New York City. You can follow her on Twitter @TSNN\_Rachel.



# CHRIS DOLNACK

SENIOR VICE PRESIDENT & CMO NATIONAL SHOOTING SPORTS FOUNDATION, OWNER OF THE SHOT SHOW



Chris Dolnack has held a variety of sales and marketing positions over a 29-year career in the outdoor recreation industry including iconic brands such as Colt, Smith & Wesson, Fenwick and Berkley. As Senior Vice President & Chief Marketing Officer for the National Shooting Sports Foundation, the firearms and ammunition industry's trade association, Chris leads marketing and sales operations, branding, marketing communications, emerging media, industry research and the industry's largest trade show, the Shooting, Hunting and Outdoor Trade (SHOT) Show, which is the 13th largest trade show in North America. He is a member of the American Society of Association Executives, International Association of Exhibitions and Events and is an Accredited member of the Public Relations Society of America.

# ROGER HALLIGAN

CEO OF H+A INTERNATIONAL



Roger Halligan is the CEO and founder of H+A International, a MarCom/PR Agency specializing in helping grow dozens of trade shows around the world. For more than 25 years, H+A International has helped grow such leading brands as Macworld, the International Home & Housewares Show, The Craft & Hobby Show, the CHEM SHOW, and AHR Expo. The 2012 AHR Expo in January established all-time records as the biggest and best -attended in its 82-year history. H+A International also helps many of its corporate clients maximize their trade show participation. Prior to launching H+A International, Roger was the Director of MarCom at a Fortune 500 company where his group had responsibility for exhibiting at trade shows around the globe. Based on this varied and vast experience, Roger brings a unique perspective to the webinar.

# EXCELLENCE. INNOVATION. SUCCESS.

CONGRATULATIONS TO THE WINNERS  
OF THE 2012 TSNN AWARDS.



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# DRIVING ATTENDANCE WITH NON-TRADITIONAL TOOLS

10:15 AM - 11:15 AM

*PANEL OF SPEAKERS:*

*Chris Dolnack, National Shooting Sports Foundation  
Roger Halligan, H+A International*

*MODERATOR:*

*Michelle Bruno, Bruno Group Signature Events*



Trade show organizers understand the fundamentals of attendee promotion. For decades, they have used traditional tools—direct mail, Web sites, email, print advertising and other modes of communication—to get the word out about their shows. While these marketing methods are still effective, they are no longer the only options available. As business becomes more social, a new breed of audience promotion techniques has emerged. This session will address content marketing, affiliate marketing, crowdfunding, social couponing, mobile marketing and other non-traditional tools for attracting attendees.



## IT'S OUR BIRTHDAY!

### 15 FACTS FOR 15 YEARS

# # 7



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TODAY WE RUN 60 AND COUNTING...**

[WWW.ASPEVENTS.NET/15](http://WWW.ASPEVENTS.NET/15)



# CREATING A FASCINATING MARKETPLACE

10:45 AM - 11:45 AM

SPEAKER:

Dana Freker Doody, The Expo Group



Attendees have to be wowed. The microwave isn't fast enough, the car crash news isn't gory enough, their football team isn't smashmouth enough. So how can your show be fascinating enough to create an event they not only remember, but with which they want to engage over and over? Clearly, the fastest-growing show managers are doing something right, so let's explore what that is and discover how to replicate, redact, recycle and invent fascinating experiences for your attendees.

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**Kudos to the TSNN Award Winners**

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# LUNCH KEYNOTE

1:30 PM - 2:30 PM

*SPEAKER:*

*Rick Pitino, University of Louisville Cardinals*



An accomplished coach and leader, Rick Pitino is the first coach in NCAA history to take three different teams to the NCAA Final Four. In 27 seasons as a collegiate head coach at five different schools, he has compiled a 629-234 record, a .729 winning percentage that ranks him 11th among active coaches. Aside from his hoops prowess, Pitino has achieved success off the court as well in such realms as broadcasting, publishing, motivational speaking and horse racing. He is an accomplished author, producing such books as the best seller "Success Is A Choice" and "Lead to Succeed."

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**Production Transport**  
*Shuttle Systems / Ground Operations*

The graphic features three cartoon buses from Production Transport, each with a driver and passengers. The buses are holding up signs for various cities: Salt Lake City, Dallas, Phoenix, Atlanta, Louisville, San Francisco, Las Vegas, Washington D.C., Miami, Chicago, New York City, Los Angeles, San Diego, Philadelphia, Orlando, and Anaheim. The buses have the Production Transport logo on their front.

**Congratulations Winners!**  
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## Award Categories for the 2012 TSNN T-Awards: Celebrating Trade Show Excellence Saturday Night Gala

*The TSNN T-awards: Celebrating Trade Show Excellence were created to celebrate the growth, innovation and achievement that exist in our industry. Every day, show organizers are working to promote their events, launch new ones and better serve their attendees and exhibitors by creating amazing marketplaces for commerce. The award presentation is hosted by Adam Schaffer, founder of the Tradeshow Week Fastest 50.*

**HERE ARE THE CATEGORIES FOR THE 2012 TSNN T-AWARDS THAT WILL BE ANNOUNCED AT THE TSNN T-AWARDS SATURDAY NIGHT GALA:**

### FASTEST-GROWING SHOW BY NET SQUARE FOOTAGE

- For-Profit Show
- Association Show
- Top Overall

### FASTEST-GROWING SHOW BY ATTENDANCE

- For-Profit Show
- Association Show
- Top Overall

### "BEST OF SHOW" AWARD

- The 2nd Annual TSNN "Best of Show" award nominees represent a wide range of industries from plastics to babies. Below are the five nominees:
  - Baby Bonanza and Kid's Expo
  - Coverings
  - HealthAchieve
  - NPE 2012
  - VDTA/SDTA
- The overall winner was voted on by the trade show industry and will be announced at the TSNN T-awards Saturday Night Gala.

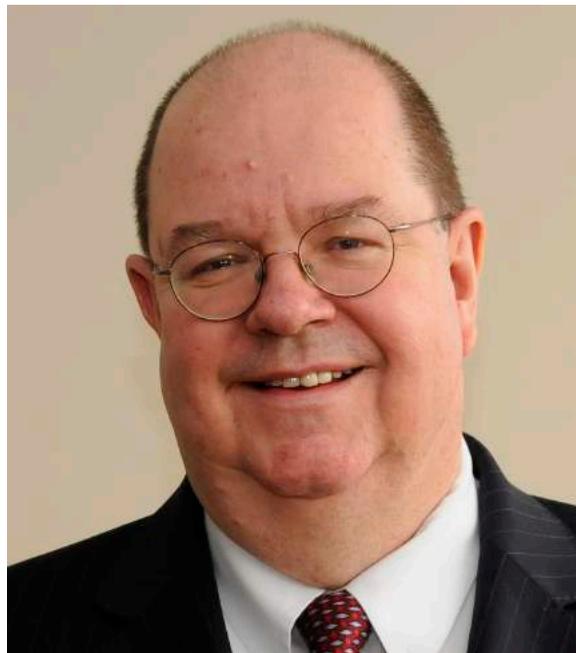
award categories continued...

## INDUSTRY ICON AWARD

- The Industry Icon Award for real achievement in the industry will celebrate the work of a true icon in the business. It is those that have led the industry for many years that we applaud with this honor.

# DON PAZOUR

IS THE 2012 TSNN T-AWARDS  
INDUSTRY ICON AWARD HONOREE.



TSNN is pleased to announce Don Pazour, President and CEO of Access Intelligence, will receive the Industry Icon Award at the 3rd Annual TSNN T-awards: Celebrating Trade Show Excellence Nov. 2-4 in Louisville, Kentucky.

“Don exemplifies exactly who should be honored in our industry as someone who is a well-respected leader and an all-around really great person,” said Rachel Wimberly, TSNN’s president and editor-in-chief. “We are thrilled that Don will receive the Industry Icon Award at the 3rd Annual TSNN Awards and be feted by his peers during the three-day gala celebration.”

Pazour has led the Access Intelligence team for more than a decade, and in that time, has grown the company’s portfolio with 18 acquisitions and several launches serving the media/marketing, energy/engineering, aerospace and healthcare markets. Before joining Access Intelligence, Pazour worked at Miller Freeman, a subsidiary of United Business Media, for 23 years, where he was named CEO in 1997.



## The Expo Group's Show Manager of the Year Award Winners

*The Expo Group's 2012 SMOTY winners represent a wide spectrum of market sectors within the trade show industry, including a show dedicated to all things Halloween and a massive event focused on the plastics industry.*

*All five winners will be feted during the gala awards ceremony Nov. 3. As part of the TSNN T-Awards, each 2012 SMOTY winner will be presented with the iconic SMOTY crystal obelisk trophy by The Expo Group's President and CEO Ray Pekowski. In addition, they will be honored with a donation to their favorite charity.*

**HERE ARE THE FIVE WINNERS THAT WERE CHOSEN  
BY AN INDEPENDENT PANEL OF JUDGES:**

*TIER I – 1 TO 150 BOOTHS:*

**Molly Mérez, executive director, Ticket Summit, Inc.**



Molly A. Mérez is executive director of Ticket Summit®, Inc.—the leading conference and trade show for live entertainment executives. Previously, Mérez served as associate vice president of Corporate Marketing at TicketNetwork® and conducted ethnographic research for SmartRevenue Marketing Research Company.

Currently, she serves as chair of the Marketing committee of the Professional Convention Management Association (Greater New York Chapter), and was recently named in EXPO Magazine's Top 20 Elite (2012). Mérez holds a Ph.D. in sociology from Yale University.

## *TIER II – 151 TO 300 BOOTHS:*

### **Margery Palonis, CEM, exhibits manager, Academy of General Dentistry**



Margery Palonis, CEM, currently serves as Manager, Exhibits, for the Academy of General Dentistry (AGD), where she has managed exhibits for the organization's annual meeting for the past 10 years.

Involved in the association industry for more than 30 years, Palonis has extensive experience in the logistical planning and implementation of educational conferences, exhibits, seminars, and general meetings.

For AGD, there is no exhibit team, so Palonis manages all aspects of the event, including selling booths, assigning space, marketing, creating the Web site, as well as managing several onsite logistics at the events.

In 2010, she completed a three-year program to earn the Certified in Exhibition Management (CEM) designation from the International Association of Exhibitions and Events (IAEE). Outside of work, Palonis enjoys gardening and tuning in to watch any show that stars Chef Gordon Ramsay. Margery and her husband, Charles Sr., spend much of their free time cheering on their son, Charles Jr., as he excels in his professional football career.

## *TIER III – 301 TO 700 BOOTHS:*

### **Nancy Johnson, event director, Brewers Association**



Nancy Johnson brings together the (brewing) world. The Craft Brewer's Conference and BrewExpo America has become the premiere beer industry tradeshow and conference in the world.

The beer brewing industry is rooted in a rich history that has always been seen as lead by European countries, until recently. Through the help of Nancy's vision and dedication, the United States is now the place to come learn, shop and experience everything a professional beer brewer could imagine.

There were attendees from over 30 countries at the show this year, and the event culminated with 800 brewers from 54 countries competing at the World Cup Beer Gala Awards.

## *TIER IV – 701 TO 1,500 BOOTHS:*

### **Deborah Swift, owner and president, Swift Solutions**



Before starting her event and association management company, Deb Swift spent nearly 20 years as an association executive. Her first exposure to the expositions industry was at Texas Motor Transportation Association, where she worked on the Southwest Trucking Show. Swift moved from there to the Texas Restaurant Association, where she managed the Southwest Foodservice Show for several years. Prior to launching her company, Swift was hired as executive director at Keep Texas Beautiful, coordinating numerous statewide clean up events involving thousands of volunteers.

In 2001, Swift created Swift Solutions with her son, Thomas Jones. The company runs the international Association of Donor Recruitment Professionals, coordinates numerous Texas state agency conferences and manages the international Halloween

& Party Expo. The company began working with the show owners in 2008 to create this international exposition, which debuted in January 2009 at the George R. Brown Convention Center in Houston, Texas. The expo currently has 1,450 booths and 6,500 attendees.

## *TIER V – 1,501+ BOOTHS:*

### **Gene Sanders, senior vice president of Trade Shows and Conferences, SPI: The Plastics Industry Trade Association**



Gene started in the trade show industry in 1981 as employee No. 3 at Galaxy Registration (now Experient). Gene joined the management side of shows in 1983 where he has been ever since.

Prior to joining SPI, Gene has held senior trade show management positions with the NAB Show, Supercomm, MineExpo, Conexpo-Con/Agg, and the American Society for Microbiology. Gene has consulted on many of the nation's largest trade shows, and has founded and then sold several businesses.

In his spare time, Gene coaches two basketball teams and a winter swim team, and runs the sports program for St. James Parish, which includes managing 23 basketball teams, 2 track teams, a tennis team and a cheer leading squad. Gene is married, has three children and lives in Falls Church, VA

# EVENT EMCEE: ADAM SCHAFFER

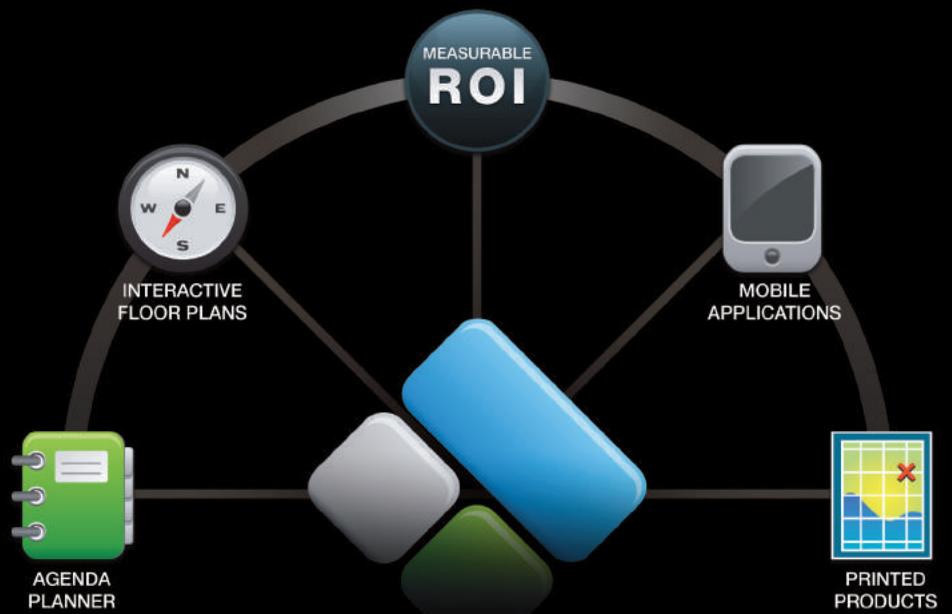
VICE PRESIDENT OF SALES, BRIGHT  
BUSINESS MEDIA/SMART MEETINGS



Adam brings over 20 years of media, publishing and tradeshow experience to his role as Vice President of Sales, Bright Business Media/Smart Meetings. Prior to this role, he was president of Media Revenue Partners, as well as Vice President of Sales and Business Development with Green Media Enterprises in Los Angeles. Prior to that, he was Group Publisher at 1105 Media, Inc. where he oversaw the Office Technology Aftermarket Group and the Environmental Group portfolios, which consisted of magazines, paid newsletters, numerous electronic offerings as well as global tradeshow operations including expos in Las Vegas, Shanghai, and Mumbai.

Prior to joining 1105 Media, he was Publisher of Tradeshow Week at Reed Business Information where he launched a variety of products and events, including the highly respected Tradeshow Week Fastest 50 annual conference and awards gala and the acclaimed "Doing Business In" conferences in Mexico City and Dusseldorf. Adam has been interviewed by the Wall Street Journal, Los Angeles Times, USA Today, the Washington Post, Fox News Channel and CNN.com about issues and trends in business-to-business media, publishing and trade shows.

Previously he has held senior sales and management positions at Penton Media, Worth Media, the Daily Journal Corporation and the James G. Elliott Company. Adam is a member of the American Business Media (ABM) Events Council. He holds a Master's Degree in Communications Management from the Annenberg School for Communication at the University of Southern California, and a Bachelor's Degree in Journalism, also from USC. Adam is a native Angelino and an active SCUBA diver and private pilot.



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Louisville – A city of possibility nestled on the banks of the Ohio River offers 120 attractions and 17,000 hotels rooms (2,300 connected by skywalk to one of 2 convention centers). Louisville is home to many one-of-a-kind original attractions, events, and places including the Louisville Slugger Museum and Factory, internationally

known Muhammad Ali Center Churchill Downs - home to the Kentucky Derby. The birthplace of the cheeseburger, the Mint Julep, Derby Pie and more Victorian-style homes in one area than any other city in America...Louisville's originality is obvious in many ways.

Connoisseurs visit Bourbon Country. And food aficionados come for the diverse dining as the city rates as one of Bon Appetit's "top 5 foodiest small towns" and Southern Living's Top 10 Tastiest Towns. The city's history, art, and architecture constitute itineraries all their own, and accommodations are elegant and plentiful. From familiar names like Hyatt, Hilton, and Marriott and two of the finest guided age historic hotels in America to one of the largest hotels in the Southeast, the Galt House Hotel & Suites with sweeping views of the river and the Number One Hotel in the US as ranked by readers of Conde' Nast, the one-of-kind boutique property of 21c Museum Hotel.

Contact: Janet Barnett, VP of Convention Development.  
Email: [jbarnett@gotolouisville.com](mailto:jbarnett@gotolouisville.com)

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The Kentucky International Convention Center is conveniently attached via skywalk to the 22,000 seat KFC Yum! Center, and a short drive from its sister facility, Kentucky Exposition Center, with 1.3 million square feet of contiguous space. Kentucky International Convention Center is within walking distance of 4,000 downtown hotel rooms, the 4th Street Live! and Whiskey Row entertainment districts, the Muhammad Ali Center, Louisville Slugger Museum, and much more.

Contact: Nina Hudelson, Senior Sales Manager.  
Email: [nhudson@ksfb.ky.gov](mailto:nhudson@ksfb.ky.gov)



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Centerplate crafts and delivers "Craveable Experiences. Raveable Results." in over 250 prominent entertainment, sports, and convention venues across North America—annually serving over 100 million guests. Centerplate has provided event hospitality services to 15 official U.S. Presidential Inaugural Balls, 13 Super Bowls, 20 World Series, the 2010 Winter Olympic Games, and the largest plated dinner in history at the Alpha Kappa Alpha Centennial Celebration. Last year, the company was named the fastest growing restaurant/hospitality group in the country by Nation's Restaurant News.



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Smart City is partnered with venues throughout the country to provide quality technology services that are unrivaled in the event industry. Smart City has provided services for premiere events including the Democratic National Convention, the World Trade Organization, the 2011 Super Bowl, the Consumer Electronics Show and ConExpo-Con AGG.

Smart City also supports the top 10 largest events nationwide, three of which are here in Kentucky: The Mid American Truck Show, the National Farm Machinery Show and the International Construction Utility Equipment Expo.

Smart City's Kentucky Region Sites include the Kentucky Exposition Center and the Kentucky International Convention Center.

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Fern Exposition & Event Services  
Michael Cox (502) 429-992  
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Fern Exposition & Event Services, is a leading national service contractor serving more than 1,000 expositions and events held annually throughout the United States and Canada. Originally established as the George

Fern Company more than 100 years ago, Fern has a legacy of success in providing a full range of services for expositions, conventions and corporate events, servicing the various needs of show organizers and their participating exhibitors, meeting planners, corporate event planners and their exhibiting partners. Many of our corporate clients include Fortune 500 companies such as Sprint, Procter & Gamble, Ford, General Electric, Toyota and others.

At Fern, we provide premier personalized service and event expertise to every client helping to create successful events through effective planning and operational efficiency. With a 100-year legacy, we have built partnerships that have come to rely on our high standard of service. Our experienced account teams are not only responsive to a client's needs but go "the extra mile" to deliver superior service that is always personalized. With extensive market knowledge, venue insight and nationwide relationships, regardless of location, Fern can help clients easily navigate any city.



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Ungerboeck is the world leader in end-to-end event management software for exhibitions, conferences and associations. For most organizations, Ungerboeck Software delivers the capabilities of three or more separate software packages at a fraction of the cost including CRM, booth sales, event registration, CAD floorplans and more. Available in 6 languages, Ungerboeck Software drives increased revenues and decreased costs for over 35,000 event professionals in more than 40 countries.

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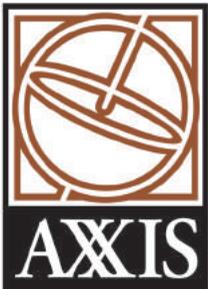
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Be sure to say hello to Melissa Ooi, Executive Vice President, at the event (she’s the one with a weird Aussie/British hybrid accent) or catch her on Twitter @melissaooi or call (702) 853-7718



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EPIC is a full service supplier of registration and lead retrieval services, dedicated to providing the very best to the meeting and tradeshow industry. EPIC emerged in the mid 90's when the Material Handling Association of America could not get adequate services from outside vendors and decided to develop an internal capability. Today EPIC provides solutions for over 25 events ranging from a few thousand attendees to over 150,000. Having a management team that was originally part of a trade association has created a level of understanding that the registration experience plays an integral part in the success of any event: for attendees, exhibitors and show management alike.

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Contact: Meghan Macleod, Account Executive  
(980) 233-3788 or mmacleod@epicreg.com



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Contact: Susie Wilson, Director of Sales  
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a2z, Inc. provides powerful web-based event management tools that grow your show by increasing and accelerating booth sales, helping boost revenue, and enhancing engagement and value for everyone. The a2z system integrates seamlessly with clients' AMS, CRM, and financial databases, significantly decreasing the amount of man hours and manual processes required. Our clients also benefit from increased connectivity with their audience via an improved website for their attendees and exhibitors and both web-based and native mobile app solutions. To fulfill our goal of developing quality solutions that help save money and meet your needs, a2z offers three platforms as one integrated solution: Expo & Conference Management, Networking & Lead Management, and ChirpE Mobile- which includes our web-based and native mobile apps for smartphone and tablet devices. a2z's solutions power more than 700 events and many of the Top 250 shows and the company has ranked among the fastest growing private companies for the past six years on the Inc. 5000 list.

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Contact: Martin Moggre, Executive VP - Sales, Expo Services (214) 445-1000 martin.maggre@freemanco.com

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Contact: Vicki Lepore, Director of Business Development  
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Contact: Michael Howe, President  
[michael.howe@onpeak.com](mailto:michael.howe@onpeak.com)

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H+A International is a full-service, integrated marketing communications (MarCom) company dedicated to helping show organizers grow their events. Since 1984, we have helped dozens of trade shows and events enhance their brands, dramatically increase attendance, expand their exhibitor base and turn their shows into memorable events. Whether it is improving a show's awareness in existing or new market segments, differentiating it from the competition, or capturing greater market share, we help show organizers exceed their goals through strategically integrated MarCom programs.

Contact: Roger Halligan rhalligan@h-a-intl.com

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