



# TSNN

★ *awards* ★

**NOV 1-3 2013 ★ RENO, NEVADA**





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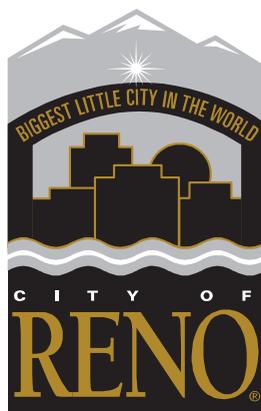
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## ***WELCOME TO THE CITY OF RENO!***

On behalf of the "Biggest Little City in the World", it is my pleasure to welcome the members of the ***Trade Show News Network*** as you come together for your 2013 TSNN Awards, November 1-3, 2013.

The "Biggest Little City in the World" is in the midst of a renaissance, an exciting time of change and creative improvement with something distinctive to offer everyone: entertainment, fine dining, gaming, special events, performing arts, museums, beautiful parks, shopping, and the incomparable beauty of our surrounding high desert and the grandeur of the nearby Sierra Nevada Mountains. From the Truckee River Whitewater Park in the heart of downtown Reno to new shopping opportunities throughout our community, Reno is bursting with new life and activity.

During your visit, I hope you will have an opportunity to discover and enjoy Old West hospitality and many of the area's unique and historic sites. Lake Tahoe, Virginia City and Native American reservations are all within a short drive from Reno.

My best wishes for a successful event. I hope your visit to Reno will be a most enjoyable experience and you will return again and again.

Sincerely,

A handwritten signature in black ink, reading "Robert A. Cashell, Sr.", is positioned below the word "Sincerely,".

Robert A. Cashell, Sr.

Mayor

One East First Street, 15<sup>th</sup> Floor, P.O. Box 1900, Reno, NV 89505

**TSNN**

★ awards ★

**NOV 1-3 2013 ★ RENO, NEVADA**

## 2013 TSNN Awards: Celebrating Trade Show Excellence

*TSNN is honored to celebrate the fastest-growing shows in net square footage and attendance from the years 2010-2012. The overall winners in attendance and net square footage categories will be honored November 2nd at the TSNN Awards Gala.*

### Top 25 Net Square Footage Fastest-growing Shows

2012 Ace Fall Convention & Exhibits  
American Coatings Show  
Dscoop7  
DUG Eagle Ford  
FABTECH  
Great American Trucking Show  
HELI-EXPO 2012  
Industrial Fabrics Association International  
(IFAI) Expo 2012  
International CES  
International Pool | Spa | Patio Expo  
Internet Retailer Conference & Exhibition  
LIGHTFAIR International  
MAGIC Market Week (MAGIC/WWDMAGIC/FN  
Platform/Sourcing at MAGIC/Project/Pool) - Aug.  
NGWA Ground Water Expo  
Nightclub & Bar Convention and Trade Show  
NRA Annual Meeting & Exhibits  
OFC/NFOEC (Optical Fiber Communication/Natl.  
Fiber Optic Engineers Conference)  
Outdoor Retailer Winter Market  
RSA Conference 2012  
Shop.org Annual Summit  
SuperZoo  
SupplySide West  
True Value Spring Market  
WasteExpo  
World of Asphalt Show & Conference

### Top 25 Attendance Fastest-growing Shows

AACC Annual Meeting & Clinical Lab Expo  
AAOS Annual Meeting  
American Academy of Pediatrics National Conference and Exhibition  
American Society for Healthcare Engineering - 2012  
Annual Conference & Exhibition  
America's Beauty Show  
Cattle Industry Convention & NCBA Trade Show  
DUG East  
Fire-Rescue International  
IAAPA Attractions Expo 2012  
ICAST (International Convention of Allied Sportfishing Trades)  
International Air-Conditioning, Heating, Refrigerating Expo -  
AHR Expo 2012  
IPC APEX EXPO  
KeHe Summer Selling Show  
NACDS Pharmacy & Technology Conference  
NADA Convention & Expo  
National Retail Federation's Annual Convention & Expo -  
Retail's Big Show  
Offshore Technology Conference  
Optometry's Meeting - Annual AOA Congress  
School Nutrition Association Annual National Conference  
SuperZoo  
Surf Expo - Sept.  
SURFACES | StonExpo/Marmomacc Americas  
The ASI Show Orlando  
The Rental Show  
The Work Truck Show & NTEA Annual Convention

**TSNN**  
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# 2013 TSNN “Best of Show” Award

TSNN asked trade shows to tell us why they thought their show was “Best of Show”. There were no parameters. Shows big, small and in between qualified, they just had to tell us why they should be named the very best. The “Best of Show” winner will be feted during the TSNN Awards gala dinner celebration.

Finalist	Why a TSNN Finalist?
<b>DesignCon</b>	Fresh elements were introduced to create new experiences – the event team stepped outside the box, which created a better event for all (The alumni program, their new online forum for engineers & a new, well received mobile app to name a few.)
<b>Enterprise Connect Orlando</b>	They had a record breaking year – a 12% increase from 2012 while keeping its attendees, exhibitors, sponsors and speakers top of mind – all this while continuing to drive record number attendance and superior results – we like their holistic approach and customer service way of conducting business in a collaborative environment!
<b>IMEX America</b>	IMEX’s use of technology; their unique online scheduling system enabled over 38,000 appointments (which were made before the 2012 show) resulted in buyers placing an estimated \$3.3B in potential business either at the show or 9 months following.
<b>Lightfair International 2013</b>	They broke attendance records and offered cutting edge views into the future of lighting with very eco-friendly green technologies and alternative energy, capitalizing on growing trends. They were also successful in pulling in 91 first-time exhibiting companies and 90 manufacturers headquartered outside the U.S.
<b>MarketingSherpa Email Summit</b>	The keynote (Jay Baer, “Convince and Convert”) presentation “More Alike than Different: Why email is Madonna, and Facebook is Lady Gaga” hit home & offered real metrics and tactics for all of us to focus on for any event’s show’s branding & bottom line.

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## The Power of Events Award: Abilities Expos

The Power of Events Award honors the raw power and influence of the marketplace created by a truly great tradeshow. Criteria for selection include serving a previously underserved market, truly changing the course of life for attendees and exhibitors (whether business or personal), and a relentless passion by the organizers for serving the chosen market.

“What you do is so very special, especially for a community that needs all the help it can get.”

Stacey Edwards, Executive Director  
PATH Intl. Registered Instructor  
Special Equestrians of Georgia



The inaugural Power of Events Award will be presented to Abilities Expos. Organized and operated by industry leaders and veterans Lew Shomer and David Korse, Abilities Expos have expanded to eight cities – including Singapore, and has transformed the lives of thousands of people with disabilities, their families, caregivers, seniors and healthcare professionals. Because of Lew and David’s passion and innovative thinking, their shows have brought those with special needs and their families from broken-hearted isolation to a place of acceptance, empowerment, and the ability to thrive in life.

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The three-day 2013 TSNN Awards weekend celebration, Nov. 1-3 in Reno, Nevada, will kick off Friday night with a cocktail reception that will welcome the winning show organizers to Reno, followed by a Saturday C-level executive conference and a Saturday evening gala celebrating the winners, capped off by a Sunday brunch.

## Schedule at a Glance

### FRIDAY, NOVEMBER 1st

#### ARRIVALS: 11:00 AM – 5:45 PM:

Registration Room - Tuscany Tower 201 located behind the Tuscany Tower Hotel Registration Desk

#### 6:15 PM – 9:00 PM:

Opening Night Reception at National Bowling Stadium's Kingpin Lounge

\*Bus Pick Up 6:00 PM in Peppermill Entrance Valet Area

#### 9:00 PM – 11:00 PM:

Hospitality continues at Peppermill – Tuscany 12 across from Tuscany Tower Hotel Registration Desk

### SATURDAY, NOVEMBER 2nd

#### TSNN EXECUTIVE CONFERENCE

7:45 AM: \*Bus Pick Up for executive conference in Peppermill Entrance Valet Area

8:00 AM – 9:00 AM: Breakfast – Reno-Sparks Convention Center

9:00 AM – 9:15 AM: Opening Remarks

9:15 AM – 10:15 AM: "State of the Industry Panel" with David Audrain, SISO chair, and Jason McGraw, IAEE chair

10:15 AM – 11:15 AM: "The Passion of Leadership" – Henry S. Givray, president and CEO of SmithBucklin

11:15 AM – 11:30 AM: Break

11:30 AM – 12:30 PM: "The 18,250-Day Show" - Dana Freker Doody, vice president of corporate communications for The Expo Group

12:30 PM: Walk over to Atlantis Casino Resort Spa for Lunch/Keynote

12:45 PM – 1:45 PM: Lunch at Atlantis Casino Resort Spa – Room GRAND 4

1:45 PM – 2:30 PM: Lunch Keynote – Terry Jones, founder of Travelocity

2:30 PM – 6:00 PM: Free Time

#### TSNN AWARDS GALA - Peppermill Reno

6:00 PM – 7:00 PM: TSNN Awards Reception – Tuscany 1,2

7:00 PM – 10:00 PM: TSNN Awards Gala Celebration Dinner – Tuscany A, B, 7, 8

10:00 PM – Midnight: Afterglow Party – Tuscany 5,6

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

### SUNDAY, NOVEMBER 3rd

8:00 AM: \*Bus Pick Up for Brunch in Peppermill Entrance Valet Area

8:15 AM – 10:30 AM: Parisian-themed Brunch at Nevada Museum of Art – Toulouse-Lautrec Exhibit Opening Weekend

#### DEPARTURES

9:30 AM and 10:30 AM: Buses will depart to the airport at these two times. Please sign up at the registration desk upon arrival for time of departure. If you need to leave earlier for the airport, taxis are available from the Peppermill Reno Valet Area.



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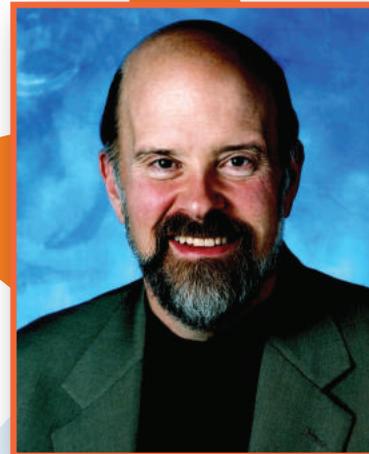
## KEYNOTE SPEAKER

### TERRY JONES

The 4th Annual TSNN Awards: Celebrating Trade Show Excellence is proud to feature Travelocity.com Founder Terry Jones as the luncheon keynote speaker. Jones led Travelocity as President and Chief Executive Officer for six years and took the company public.

After leaving Travelocity, Jones was a co-founder of Kayak.com and served as the company's Chairman until it went public and was later sold to Priceline. Previously, Jones served as Chief Information Officer at American Airlines & Sabre Inc. In his 24 years at American, Jones held various executive positions including President of Computer Services, Vice President of Applications Development and Vice President of Product Development.

A graduate of Denison University in Granville, Ohio, Jones entered the travel industry in 1971 as a travel agent with Vega Travel in Chicago. He later served five years as a vice president of Travel Advisors, a company specializing in business travel to Eastern Europe and the USSR, with offices in Chicago and Moscow.



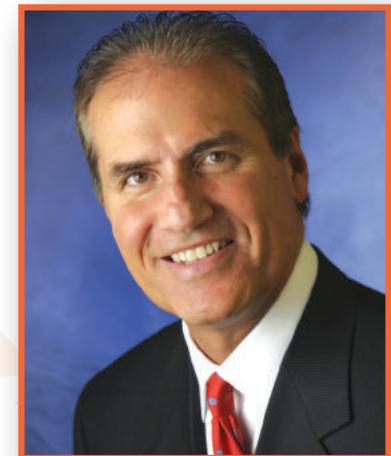
Jones, who wrote the book, "ON Innovation" is today managing principal of On, Inc., a consultancy he founded to help companies in their transition to the digital economy. He serves on the boards of Boingo, Smart Destinations, Rearden Commerce and Luxury Link. He is a venture capitalist with General Catalyst Partners and the Sierra Angels.

## SPEAKERS

### Henry S. Givray

President and CEO of SmithBucklin

Givray, who will lead a session on "The Passion of Leadership", asks "What is Leadership?" He says we know when we see it, we can measure its impact and we can feel when it inspires us, "but leadership is an elusive concept for which there are no simple formulas or instruction manuals." Givray's presentation is designed to help others identify opportunities



to grow as leaders, while also building their commitment to continuous learning in this area. During the session, he will share essential foundational principles and concepts around leadership, introduce a working framework to help attendees better understand and ultimately measure leadership capacity and performance and offer practical ideas and tools for everyday use.

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## SPEAKERS

Givray has penned several articles on leadership, as well as been featured in books covering the same topic. He also regularly speaks about leadership at numerous association conferences and corporate events attended by a variety of professionals across many industries.

In 2011, Givray launched the SmithBucklin Leadership Learning Forum, a unique and intensive, high-impact 12-month program for a small group of top-performing employees that exposes them to leadership concepts, principles and guidelines in order to stimulate and inspire individual learning and personal growth.

In 2013, Givray launched the SmithBucklin Leadership Institute, a six-month program for client association board members. The Leadership Institute is based on the same design, content and format of the Leadership Learning Forum.

### David Audrain

President & CEO of Clarion Events North America

David Audrain, is President & CEO of Clarion Events North America, a subsidiary of global event organizer



Clarion Events Limited. Audrain is an equity partner in this new company, responsible for building a growth business in the American exhibition industry. Previously, Audrain was President & CEO of Messe Frankfurt North America, where he spent more than six years managing a team of 40 staff spread across the USA, Mexico and

Canada. This team was responsible for the production of nine exhibitions, as well as the exhibitor sales and attendee promotion to the North American markets of more than 100 shows worldwide.

Audrain has managed eight Tradeshow Week 200 shows including the annual SEMA Show. Audrain was COO

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## SPEAKERS

### David Audrain, cont.

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 Inc he was Vice President responsible for the Sewn Products / Decorated Apparel Group, which included nine trade shows and four monthly trade publications. Prior to joining Miller Freeman, David spent seven years with the Texas Restaurant Association, where he directed the Southwest Foodservice Expo. Before moving to the USA in 1989, Audrain owned a software development firm in Europe, creating high-end multi-currency accounting and investment management software.

Audrain is a Past Chairman of the International Association for Exhibitions and Events (IAEE), and currently serves on the Boards of Directors of the Society of Independent Show Organizers (SISO) and the Center for Exhi-

bition Industry Research (CEIR). He earned his Certified in Exhibition Management (CEM) designation in 1995.

### Jason C. McGraw Senior Vice President of Expositions for InfoComm International

With 25 years of experience in both for-profit and not-for-profit exposition and conference management, Jason has worked on some of the largest expositions held in the U.S., including: InfoComm International, CONEXPO-CON/AGG and the International Builders Show. He has also managed international shows held in China, Europe, Japan, Mexico and Singapore.



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# SPEAKERS

Currently, as senior vice president of expositions for InfoComm International, Jason is responsible for the annual TSNN Top 250 professional audiovisual industry exposition held each June in the U.S. Jason is Chairman of IAEE and is a member of ASAE, MATSO and PCMA. He studied Business/Economics at George Mason University, Fairfax, VA.

Jason's industry award recognitions include: TSNN Industry Icon Award Honoree 2011, Tradeshows Week Fastest 50, 2003-2009; Trade Show Executive Gold 100, 2007-2010; ASAE Diamond Excellence Award for Facet of Innovation, Exposition Marketing, 1999; ASAE Diamond Excellence Award for Exposition Management, 1992. He has also earned InfoComm's Certified Technology Specialist (CTS®) and ASAE's Certified Association Executive (CAE) certifications.

Besides his career in exposition and association management, Jason's passions include enjoying time with his wife, Michele, and his 4 children, playing guitar, detailing his car, bass fishing, playing golf and photography.

## Rachel Wimberly President & 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 Tradeshows 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.



## Dana Freker Doody Vice President, corporate communications for The Expo Group

Dana Freker Doody currently serves as Vice President, Corporate Communications for The Expo Group. In addition to contributing to the organization's strategic development initiatives, Dana is responsible for internal employee communications, industry and public relations, content and event marketing programs, branding, advertising, and developing personalized solutions for client experiences. She serves as editor for the monthly The Exposure newsletter and oversees the company's social media presence.



Dana won the E.X.C.I.T.E. Award from Expo Magazine for Best Hybrid Event in 2012 for an experience developed for and with the American Society of Healthcare Engineers to increase engagement within the ASHE

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**Core-Apps congratulates all of the winners!**



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# SPEAKERS

## Dana Freker Doody, cont.

community face-to-face on the trade show floor while simultaneously marketing virtually to new attendees. Dana has consulted with clients since 2010 to build hybrid events, virtual streaming experiences, community action zones, social media buzz, and new forums for attendee-exhibitor interaction.

A 12-year veteran of The Expo Group, Dana began working in trade shows in the early 2000s in show management, marketing a suite of trade shows and conventions centered around the hottest technology infrastructure of the time. Previously, Dana held newsroom management positions, including as copy desk chief for Harte-Hanks Community Newspapers and with the Washington Post companies. She edited the real estate sections of The Dallas Morning News and was a frequent contributor to the automotive content, writing vehicle reviews.

Within the industry, Dana is a graduate of the International Association for Exhibition and Events Krakoff Leadership Institute and the Women's Leadership Forum. She

stays active in local chapter or national committee work for the Professional Convention Management Association, the International Association for Exhibition and Events, and Exhibit and Event Marketers Association. In addition, Dana co-founded and serves as a moderator for the weekly #ExpoChat on Twitter for forward-thinking exposition and event industry professionals. Many will recognize her name, as Dana frequently serves as a source for the trade press and speaks at industry events including PCMA Convening Leaders, IAEE Expo!Expo! E2MA Red Diamond Congress, and IAEE chapters across the country.

Dana earned bachelor of arts degrees in journalism and in history from Southern Methodist University. She serves on the Board of Trustees for Family Promise of Irving, a local faith-based charity committed to alleviating homelessness. She is a brand loyalist, Disney girl, failed introvert and mother to an elementary-aged, sports-crazy son. She enjoys cheering him on from the stands, seeing new sights, reading, and challenging the status quo. Find Dana on Twitter at @theexpogroup.



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## SESSIONS

### State of the Industry Panel

9:15 AM – 10:15 AM

- ★ Moderator Rachel Wimberly, president and editor-in-chief, Trade Show News Network
- ★ Jason C. McGraw, senior vice president of Expositions for InfoComm International and 2013 chair of the International Association of Exhibitions & Events
- ★ David Audrain, president and CEO of Clarion Events North America and 2013 chair of the Society of Independent Show Organizers

In this session, we will take a look at what is the state of the trade show industry right now? We made it through the recession with some bumps along the way, saw double-digit growth in several different industries, had 12 quarters of overall growth (according to the Center for Exhibition Industry Research), but what's around the corner? While the industry still is growing, it's definitely slowed, particularly overseas. There are new business models, including dynamic pricing on the showfloor and venues and CVBs in the U.S. starting to invest in shows, and there have been some shake ups as well, such as governor of New York getting involved with scheduling at the Javits Center and labor in Philadelphia winning their latest battle by threatening to strike before a big medical show was moving in. All of this, and much more, will be discussed during this session.



Jason C. McGraw



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## SESSIONS

### The Passion of Leadership

10:15 AM – 11:15 AM

*Henry S. Givray, president and CEO of SmithBucklin*

Givray, who will lead a session on “The Passion of Leadership”, asks “What is Leadership?” He says we know when we see it, we can measure its impact and we can feel when it inspires us, “but leadership is an elusive concept for which there are no simple formulas or instruction manuals.” Givray’s presentation is designed to help others identify opportunities to grow as leaders, while also building their commitment to continuous learning in this area. During the session, he will share essential foundational principles and concepts around leadership, introduce a working framework to help attendees better understand and ultimately measure leadership capacity and performance and offer practical ideas and tools for everyday use.



### The 18,250-Day Show

11:30 AM – 12:30 PM

*Dana Freker Doody, vice president of corporate communications for The Expo Group*



Trade shows used to be three days, then we heard they needed to be 365-day experiences. Let’s take that to the next level and explore how to keep your participants engaged for 18,250 days. Retain attendees throughout their 50-year career by building their trust in you as a

resource, providing more than what they think they need, and proactively capitalizing on trends.

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WE'RE WITH YOU ALL THE WAY

The advertisement for EXPOCAD features a central image of a hand in a blue shirt sleeve holding a white tablet. Surrounding the hand are several stylized robot-like figures, each with a different colored circular head containing an icon. At the bottom of the advertisement is a horizontal row of ten circular icons, each with a label underneath: desktop (computer monitor), contractor (wrench), FX (FX logo), web (hand cursor), community (gears), CRM (hand cursor), areaGraph (footprint), spacedraw services (pencil), and mobile (smartphone). The background of the advertisement is white with a blue border.



# Award Categories for the 2013 TSNN Awards: Celebrating Trade Show Excellence, Saturday Night Gala

The TSNN 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.

## Categories for the 2013 TSNN Awards:

### 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 3rd Annual TSNN “Best of Show” award nominees represent a wide range of industries from complex technologies to email marketing.

### Below are the five nominees:

- ★ DesignCon
- ★ Enterprise Connect Orlando
- ★ IMEX America
- ★ LIGHTFAIR International 2013
- ★ MarketingSherpa Email Summit

The overall winner was voted on by the trade show industry through an extensive social media campaign and will be announced at the TSNN Awards Saturday Night Gala.

### 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.

### Student Scholarship Award

A student looking to start a career in the trade show industry will receive the inaugural TSNN Awards Student Scholarship for \$5,000 sponsored by the Reno-Sparks Convention & Visitors Authority.

The RSCVA (Reno Tahoe USA) will back the award for the next three years.

### Power of Events Award

The Power of Events Award honors the raw power and influence of the marketplace created by a truly great tradeshow. Criteria for selection include serving a previously underserved market, truly changing the course of life for attendees and exhibitors (whether business or personal), and a relentless passion by the organizers for serving the chosen market.



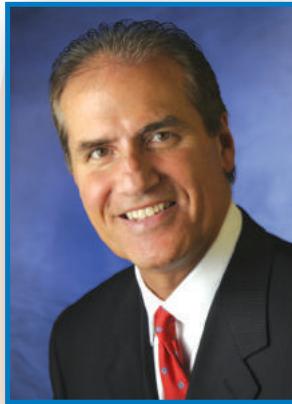
## INDUSTRY ICON AWARD

*The Industry Icon Award for real achievement in the industry celebrates 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.*

*Henry S. Givray*

### 2013 TSNN AWARDS INDUSTRY ICON AWARD HONOREE.

Henry previously worked for SmithBucklin from 1983 to 1996 where he served as chief staff executive for a variety of client associations. Since his return as CEO in 2002, SmithBucklin has shattered every performance record from the previous 63 years. Henry is a dedicated, ongoing student of leadership, committed to speaking and writing as a way to teach and give back. His insights and ideas on leadership have been prominently featured in business books and top national news media.



Henry conceived and in 2011 launched the Smith-Bucklin Leadership Learning Forum, a unique and intensive, high-impact 12-month program for a small group of top-performing employees that exposes them to leadership concepts, principles and guidelines in order to stimulate and inspire individual learning and personal growth. In 2013 Henry launched the Smith-Bucklin Leadership Institute, a six-month program for client association board members. The Leadership Institute is based on the same design, content and format of the Leadership Learning Forum.

## The Expo Group's 2013 SMOTY Award Winners

Since 2000 The Expo Group Show Manager of the Year awards program has honored show organizers for their innovative practices, commitment to success, premier service and ability to overcome the obstacles that trade show and events industry professionals continually face.

This year five women are honored as SMOTY winners based on nominations from their colleagues and suppliers then judged by an independent panel of industry veterans. As part of the TSNN Awards, each winner will be presented the iconic SMOTY crystal obelisk trophy by The Expo Group President and CEO Ray Pekowski. Plus, a donation will be made in their name to their favorite charity bringing the total raised for charity through the SMOTY program to over \$60,000.

### This Year's Winners

*Tier I, 150 booths or less:*

**Cheretta Clerkley**, *director of marketing and corporate relations for the American Society for Parenteral and Enteral Nutrition*

Cheretta A. Clerkley, MBA, CASE, is the Director, Marketing and Corporate Relations for the American Society for Parenteral and Enteral Nutrition (A.S.P.E.N.) whose expertise is in strategic marketing and sales. Ms. Clerkley has been connecting nonprofit organizations' with their internal and external audiences for nearly a decade. As Director, Marketing and Corporate Relations, she draws on her diverse experience in marketing, sales, and business development to create a platform for various companies to promote their brand, share their expertise, and seize new business opportunities, and more importantly, interact with A.S.P.E.N.'s members through



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the Society's annual tradeshow, Clinical Nutrition Week. Her innovative and unparalleled ability to align exhibitors/sponsors with the associations goals to create a unique value proposition for companies has resulted in expanding the Associations revenue, expanding their tradeshow, and increasing sponsorship participation and activation.

**Tier II, 151-300 booths:**

**Shannon Burke, CMP, director of conference and meetings,  
National Association of College Admission Counseling**

Shannon Burke, CMP, is the Director of Conferences and Meetings at the National Association for College Admission Counseling (VA). A proud graduate of James Madison University, Shannon has worked in the meetings industry since graduating in 1999. Starting with a small government contractor, as a Graphic Designer/Meetings Assistant, she got her start as a support player in NIH meetings. After realizing she preferred travel and talking to people over hours in front of a graphic program, she found a position at the Northern Virginia Technology Position and moved up the ranks there. Events at NVTC ranged from over 100 single session 50 person events to two 1000 person banquets each year. Looking for a way to grow her skill set past the in and out style of events, Shannon took on a Conference Manager position with the International Association of Fire Chiefs. There she worked with multiple committees on four national conferences as well as took the lead on the organization's 15000 person annual conference. Since 2009, Shannon has been with the National Association for College Admission Counseling, as Associate Director of Conference and Meetings. In her role with NACAC, Shannon has managed the 200 company exhibit floor and developed strong relationships with each exhibiting company. She has changed the way the organization and many exhibitors feel about the show. After stepping into an interim director role for the 2013 NACAC National Conference, Shannon has taken on the Director role and is excited about the new possibilities that will come her way. Shannon is very excited to be named Show Manager of the Year Tier II and will do her best to lead her future staff towards that same excellence.



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## The Expo Group's 2013 SMOTY Award Winners, cont.

### Tier III, 301-700 booths:

#### **Christy Jacobs**, vice president of sales, *International Association of Venue Managers*



Christy Jacobs is the Director of Marketplace Sales for the International Association of Venue Managers (IAVM) headquartered in Coppell, Texas. Christy is responsible for increasing trade show/exhibits sales and opportunities, cultivating successful sponsorship programs, and developing advertising strategies. She plays an integral part in identifying and maintaining key client relationships, increasing ROI and the awareness of the IAVM association within the venue industry. This past year Christy developed and launched a successful, new opportunity for exhibitors, DirectConnect, a hosted buyer program. This program provides participating exhibitors the opportunity to conduct intimate, face to face meetings with prequalified buyers. Christy brings 15 years of experience to the industry, is a member of ASAE and IAEE, and holds an MBA and BS in Business Management. Developing innovative, engaging, revenue generating opportunities for IAVM members is her most important goal.



### Tier IV, 701-1,500 booths:

#### **Colette Fairchild**, CEM, CMP, trade show director, *H.H. Backer & Associates*

Colette Fairchild, CEM, CMP, has worked in the in meeting/exhibition industry for more than 25 years. She began her career as a show assistant at H.H. Backer Associates, an independent show

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## Kudos to the TSNN Award Winners for a bang-up job

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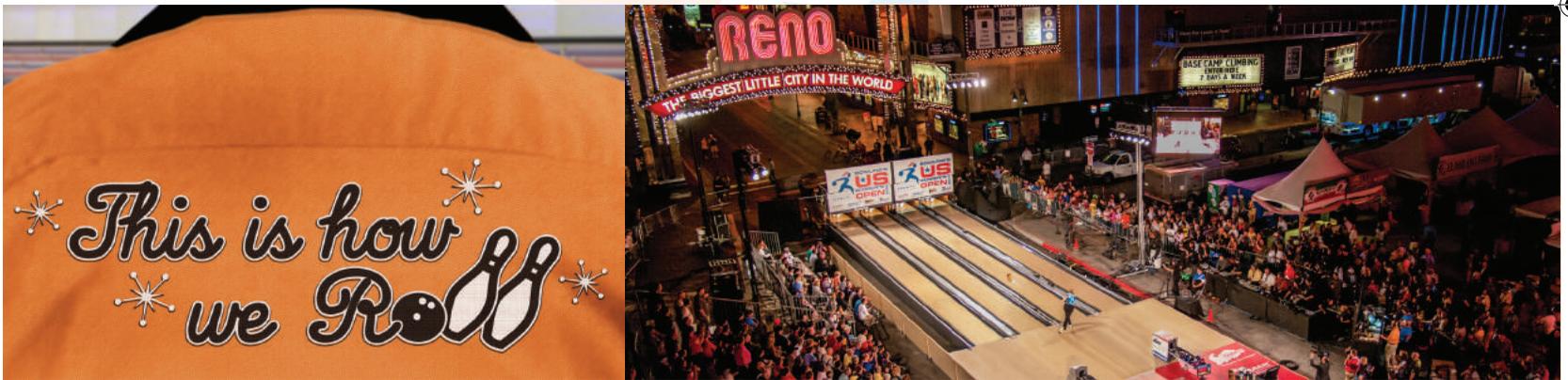
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producer that manages two B2B trade shows in the \$56 billion a year pet supply industry. She worked for H.H. Backer for six years before moving on to work for two meeting planning and incentive companies, Discovery International and The Creative Group. She also ran her own independent meeting planning business, Meetings Rx. She returned to H.H. Backer Associates in 1997 as trade show director to work for the original owner's daughter, Patty Backer. In 2013, she oversaw the complete rebranding/renaming of the company's fall and spring trade shows. She introduced a number of new, innovative show floor programs designed to increase attendance and provide more educational opportunities for attendees and exhibitors alike.

**Tier V, More than 1,500 booths:**

**Patricia Whitaker, exhibits manager, American Academy of Orthopaedic Surgeons**

Patricia was introduced to the association meetings and trade show industry while working at the American Academy of Plastic Surgeons, and held the position of Exhibits Manger for seven years. For the past 14 years have been employed as the Exhibits Manager for the American Academy of Orthopaedic Surgeons, responsible for the overseeing the AAOS Annual Meeting scientific and technical exhibits, what included over 680 companies in over 265,000 net sq. feet of sold exhibit space at the 2013 Annual Meeting, which took place at McCormick Place in March. Was privileged to serve on the Board of Directors for the Healthcare Convention and Exhibitors Association (HCEA) from 2008 to 2012 and during this time served as the Co-chair of the Association/Industry Partnering Committee.



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more than you know...

## Inaugural TSNN Awards \$5,000 Student Scholarship Awardee

Trade Show News Network is pleased to announce the inaugural 2013 TSNN Awards \$5,000 Student Scholarship awardee is Taylor Dudley, a student pursuing event management at the University of Central Florida's Rosen College of Hospitality.

The scholarship is sponsored by the Reno-Sparks Convention & Visitors Authority (Reno Tahoe USA), and Dudley will receive the funds during the celebration gala dinner at the 4th Annual TSNN Awards Nov. 1-3 in Reno, Nev.

Dudley topped several worthy candidates who applied from schools with trade show-specific programs.

"I am honored to receive this inaugural award and get the opportunity to meet top industry executives in Reno for the TSNN Awards," Dudley said.



**Taylor Dudley**

She added, "This is a huge stepping stone into my future in the trade show industry, and I could not be more ecstatic!"

Dudley already is on her way to working in the trade show industry with a position at the Orange County Convention Center since May as an event sales and marketing intern.

"The Reno Sparks Convention and Visitors Authority is proud and honored to team up with Tradeshow News Network to create and sponsor the inaugural TSNN college scholarship fund,"

said John Lienen, RSCVA's vice president of convention and tourism sales. "Investing in our future industry leaders is one of our core values, which provides our brand the opportunity to make a positive impact in the Tradeshow industry."

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## EVENT EMCEE

### ADAM SCHAFFER

**VICE PRESIDENT OF TRADESHOWS  
& EXHIBITIONS, HELMSBRISCOE**

Adam Schaffer is Vice President, Tradeshows and Exhibitions, for HelmsBriscoe – the global leader in meetings procurement – and brings over 20 years of media, publishing and tradeshow experience to his role. Prior to joining HelmsBriscoe, Adam was President of Media Revenue Partners, a media and event sales and consulting firm with clients including AARP, Tarsus Group Media Holdings in the U.K. and the International Council of Shopping Centers.

Previous experience includes service as 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 awards as well as the international “Doing Business In” conferences in Mexico City and Duesseldorf. After Tradeshow Week, 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. 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.

He has also held senior sales and management positions at Penton Media, Worth Media, the Daily Journal Corporation and the James G. Elliott Company. Adam is an active member of the IAEE Senior Executives Programming Task Force and a member of the UCLA Lab School board of advisors. Prior board service includes the American Business Media Events Council and the EDPA Foundation. 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.

# ABOVE

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**Alberta Sanchez, CMP, Director of Convention Services**  
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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.

**For more info or to request a demo visit us online at <http://www.a2zinc.net>, email [sales@a2zinc.net](mailto:sales@a2zinc.net) or call +410-740-9200 to find out how we can help your organization make your next event even more successful.**



## Silver Sponsor: Grand Sierra

Northern Nevada's largest resort, the 1,990-room Grand Sierra Resort and Casino is getting even bigger and better. A \$25-million, resort-wide renovation will soon add a new indoor pool, indoor racquetball court, nightclub, and sports book. And The Summit, a collection of 845 suites on the top ten floors of the resort's hotel tower, received a top-to-bottom renovation last year. Amenities like floor-to-ceiling marble bathrooms, VIP check-in, and private elevator banks make these accommodations ideal for impressing VIPs and CEOs.

Meeting space at the Grand Sierra totals more than 200,000 square feet, enough to accommodate groups of up to 4,000. Spacious ballrooms with crystal chandeliers, carpeted exhibition space for up to 300 8- by 10-foot booths, a theater with the world's largest proscenium stage, and plenty of breakout rooms give planners a well-equipped blank canvas for pulling off their best event. Three restaurants, including Charlie Palmer Steak, add private dining spaces and entertaining options to the mix.

Another perk of staying at the Grand Sierra is that attendees can enjoy a full menu of resort activities without ever having to leave the property. Attendees can catch a live concert at the Grand Theatre, indulge in live entertainment and creative martinis at WET; or relax at The Beach, a day club with real beach sand, cabanas, and lifeguards. An on-site aquatic driving range with four island green let golfer's hone in on their golf swing.

**Vern Sohrt | Vice President Sales, Meetings & Conventions**  
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### Silver Sponsor: Core-apps

Core-apps was founded in March 2009 to focus solely on technology for the event industry. Core-apps is the creator of FollowMe, Eventlink, and MemberDirect, leading mobile applications for trade shows, events, and Associations. And now, Core-apps introduces GoExpo, event management software seamlessly integrated into the Core-apps best of breed technology platform. GoExpo offers a comprehensive software product that provides floor plan setup with booth sales, session and user schedule building, e-newsletter, exhibitor invitations, matchmaking, hosted buyer programming, sponsorship sales, and integrated financials. FollowMe is an award-winning mobile platform that contains a fully interactive floor map, scheduling, an interactive exhibitor meeting scheduler, a complex session rating system, social media, exhibitor/event listings, and is a totally green application that has the most comprehensive sponsorship opportunities available in a mobile app.

To date, we are the leading mobile app in the event industry with over 600 events using our mobile apps globally done in multiple languages. Shows such as International CES (Consumer Electronics Show), the NAB Show (National Association of Broadcasters), The NAMM Show (National Association of Music Merchants), DragonCon, and E3 (Electronic Entertainment Expo) use our FollowMe app and corporations like IBM, Choice Hotels, and EMC use our EventLink product.

**Jay Tokosch, CEO**

**Direct: 410-974-0505 Cell: 443-618-7907 Fax: 443-430-2039 E-mail: jay@core-apps.com**  
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### Silver Sponsor: Freeman

Founded in 1927, Freeman is the leading global partner for integrated experiential marketing solutions for live engagements including expositions, conventions, corporate events and exhibits. Headquartered in Dallas, with over 70 offices in North America and the U.K., Freeman produces more than 4,300 expositions annually, including 135 of the 250 largest U.S. trade shows, and 11,000 other events worldwide. Customer driven, Freeman offers a total package of solutions, with a scope of products and services unmatched by the competition.

An employee-owned company, Freeman places an emphasis on respect for people and providing unparalleled customer service. Freeman has received numerous trade show industry awards for excellence in leadership, creative design, community service, innovation and customer-driven partnerships.

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### Silver Sponsor: HelmsBriscoe

As the global leader in meeting procurement, HelmsBriscoe leverages the experiences of more than 1200 Associates spanning 55 countries to deliver world-class solutions. The sheer volume of room nights booked and the collective insights shared between our seasoned Associates is beyond comparison in the global events industry. Clients everywhere can benefit from our global reach, unsurpassed experience, industry relationships, and full-service meeting management tools for their tradeshow, conventions, exhibitions and corporate events.

**For more information on HelmsBriscoe services for your next event, please contact:**  
**Adam H. Schaffer, Vice President, Tradeshow and Exhibitions**  
**HelmsBriscoe 6345 Balboa Boulevard, Suite 310, Encino, CA 91316**  
**+1.818.916.4577 [aschaffer@helmsbriscoe.com](mailto:aschaffer@helmsbriscoe.com) [www.HelmsBriscoe.com](http://www.HelmsBriscoe.com)**



### Silver Sponsor: onPeak

onPeak is the leading hotel booking solution for the events industry. The company's unmatched customer service, operational excellence and award-winning marketing connect clients and customers with the right accommodation solutions for their events to maximize room blocks and strengthen hotel and destination relationships. onPeak's creative business strategies are delivered with a personal touch and global reach, elevating the event housing of more than 100 clients who span an array of industries.

The award-winning Compass Reservation System® is onPeak's forward-thinking proprietary software used to manage the hotel booking process for events of every scope. In addition to onPeak, leading organizations worldwide use Compass to manage their event hotel bookings.

Begin your climb to the next level of event housing by experiencing onPeak's proactive approach and Compass's innovative technology solutions at [onpeak.com](http://onpeak.com).

**Visit: [onpeak.com](http://onpeak.com), Michael Howe, President: [michael.howe@onpeak.com](mailto:michael.howe@onpeak.com)**  
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### Silver Sponsor: GES

GES is a global event marketing company with a long history of connecting people through live events. Clients depend on our 3,000 passionate employees throughout the world for unparalleled service



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Learn more at [ungerboeck.com](http://ungerboeck.com).

## About Ungerboeck Software

Ungerboeck's event management software solution is used by more than 40,000 event professionals worldwide, including exhibition organizers, conference organizers, convention and conference centers, and meeting planners. Thanks to its modularity and flexibility, Ungerboeck Software can easily be configured to meet your individual needs. As industry experts, we're happy to share our knowledge and help you find the right solution for your organization.

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and consistent execution of breakthrough experiences that excite and engage. We generate a competitive edge and measurable return for clients by partnering with them to blend the art of high-impact creative and innovation, with the science of easy-to-use technology, actionable intelligence, and worldwide logistics. GES' international footprint includes full-service operations in many of the most active and popular exhibition and event destinations, including, 10 Canadian cities, six United Kingdom cities, one German city, two cities in the United Arab Emirates and one in the Netherlands.

**Detra Page, APR | Public Relations Manager**  
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**H+A INTERNATIONAL, INC.**  
*Integrated Marketing Communications*

### Media Sponsor: H+A International

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.

**For more information, please visit our website [www.h-a-intl.com](http://www.h-a-intl.com) or contact Roger Halligan at [rhalligan@h-a-intl.com](mailto:rhalligan@h-a-intl.com).**

The **Photo Group**

### Media Sponsor: The Photo Group

The Photo Group is a full service, multi-faceted photography company that specializes in the needs of Conventions, Trade Shows and Special Events.

We have spent the past twenty-three years fulfilling our goal of providing high-quality imagery and services specifically for the convention, trade show and special events market exclusively.

With this specific experience and focus our team is able to provide savvy images by capturing the unique moments of this environment. Our team of professional photographers has chosen photography as their one and only career and all bring decades of experience to the table.

The Photo Group welcomes the opportunity of becoming a part of your event's team, now and for years to come.

**Nicole Kamens P.O. Box 309, Bodega, California 94922**  
Phone: 800-752-6913 Email: [nicole@thephotogroup.com](mailto:nicole@thephotogroup.com) Website: [www.thephotogroup.com](http://www.thephotogroup.com)

## Convention News Television

**CNTV**

TV news-style video at tradeshow, meetings, and exhibitions.

### Think Beyond Audio-Visual

At its heart, **Convention News Television** is a content creation and video marketing company offering editorial expertise and technical services. Former journalists and seasoned television professionals who help to leverage meetings by extending their life and reach.

### Power of Video

Video is a powerful medium to emotionally connect current and future meeting attendees. **Convention News Television** creates videos that speak to the needs of attendees while reaching the goals of meeting organizers.

### Distribute Your Message

Distribute your branded web-based TV network by posting full videos to your website and on social media networks, send e-mails to your database, play videos on monitors around the trade show floor, and on hotel channels.

### Watch What Happens

The addition of video offers potential sponsorships, revenue generation, member interaction, global visibility... the list goes on and on.



**Your Message. Your Network. Worldwide.**

### How do We Book CNTV for our Event?

That's the easy part. Contact one of our news professionals and we will do the rest! Meetings, Conventions, Tradeshow, exhibitions... with CNTV, watch what happens!

Convention News Television  
**CNTV**

(407) 259-9870

[info@conventionnewstv.com](mailto:info@conventionnewstv.com)

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### Media Sponsor: IndustryConnect

IndustryConnect specializes in helping trade shows increase attendance and exhibit sales by executing innovative and highly strategic digital marketing campaigns. Since 2004, IndustryConnect has been developing and refining an entire suite of solutions that have proven to be highly effective. From leveraging in-house prospect databases, to finding new ways to access industry professionals in your target markets, IndustryConnect can help you achieve your attendance and revenue goals.

**Please visit our website at [www.industryconnect.com](http://www.industryconnect.com) or contact Dave Einzig, President, at 800-288-1440 ext 702 or [dave@industryconnect.com](mailto:dave@industryconnect.com) to schedule a brief demo of our services.**

## Convention News Television



connecting your organization to a global audience

### Media Sponsor: Convention News

Convention News Television is a content creation and video marketing company.

Our broadcast television professionals create promotional videos to drive attendance, daily news highlights to deliver information, and advertorials that generate revenue for our clients.

The videos are prepared for immediate distribution online, via social media, in the hotel rooms and on monitors at your event. We help our clients create and distribute digital content all year, extending the life and reach of their events.

**Bill Peeper, 407-694-4962**  
**[bpeeper@conventionnewstv.com](mailto:bpeeper@conventionnewstv.com)**  
**[www.ConventionNewsTV.com](http://www.ConventionNewsTV.com)**

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