

# TSNN

★ *awards* ★

**NOV 6-8, 2015 ★ ATLANTA, GEORGIA**

**2015 TSNN AWARDS**

CELEBRATING SUCCESS



# RETHINK

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**Kasim Reed** - Mayor

**November 6, 2015**

Greetings:

As Mayor of the City of Atlanta, it is my pleasure to welcome the Trade Show News Network (TSNN) and attendees of the 2015 TSNN Awards.

The 2015 TSNN Awards recognizes and honors the top fastest-growing trade shows from around the nation. I am confident this three-day weekend celebration will provide attendees with an important forum to network, empower and innovate. I am proud to offer my congratulations to this esteemed group as they are recognized for their accomplishments.

While in our city, we encourage attendees to explore the many attractions Atlanta has to offer including: the Dr. Martin L. King Jr. Center, the Georgia Aquarium, the World of Coca-Cola, CNN Center, Centennial Olympic Park, Woodruff Arts Center, Atlanta Botanical Garden, Children's Museum of Atlanta, National Center for Civil and Human Rights, College Football Hall of Fame and many more. We invite you to share in our Southern hospitality, sample cuisine at our many fine restaurants and enjoy the rich and diverse heritage of our city.

On behalf of the people of Atlanta, I am proud to extend best wishes for a memorable celebration as you celebrate trade show excellence.

Sincerely,

**Mayor Kasim Reed**

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# 2015 TSNN AWARDS: CELEBRATING SUCCESS

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Trade Show News Network is honored to celebrate the fastest-growing shows in net square footage and attendance from the years 2012 – 2014. The winners will be honored at the TSNN Awards Gala, Saturday Nov. 7, at the Atlanta Convention Center at AmericasMart.

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

- IPPE: International Production & Processing Expo
- ACEP Scientific Assembly
- Ace Hardware Fall Convention & Exhibits
- NSGC Annual Education Conference
- National Retail Federation's Annual Convention & Expo – Retail's BIG Show
- NACE|CARS 2014
- Enterprise Connect Orlando
- ICSC New York National Conference
- Cattle Industry Convention & NCBA Trade Show
- International Contemporary Furniture Fair (ICCF)
- Shop.org Annual Summit
- MODEX 2014
- MAGIC Market Week (MAGIC Men's/WWDMAGIC/FN Platform/Sourcing at MAGIC/WSA@MAGIC/Project/Pool) - Feb.
- IDEAg Amarillo Farm and Ranch Show
- Internet Retailer Conference & Exhibition (IRCE)
- DUG Eagle Ford
- NRA Annual Meeting & Exhibits
- IBEX, The International Boatbuilders Exhibition & Conference
- Performance Racing Industry Trade Show
- AAOS 2014 Annual Meeting
- All Baby & Child Educational Conference
- ICAST (International Convention of Allied Sportfishing Trades)
- MRO Americas
- CEDIA EXPO
- SuperZoo

## Top 25 Fastest-growing Shows - Attendance

- HD Expo
- ASPE Convention and Exposition
- Surf Expo - Sept.
- SouthPack, Automation Technology Expo (ATX) South, and Various Other Co-Located Shows
- Offshore Technology Conference
- Great American Trucking Show
- ABC Kids Expo
- ASH Annual Meeting and Exhibition
- TCEA Convention & Exposition
- IMTS 2014 - International Manufacturing Technology Show
- IEEE/PES Transmission & Distribution Conference
- 2014 SGIA Expo
- The American Coatings SHOW
- KeHE Holiday & Product Innovation Show
- The Fancy Food Show (Summer)
- LDI (Live Design International)
- EXHIBITOR2014
- FDIC - Fire Department Instructors Conference
- Nursery/Landscape EXPO
- International Roofing Expo
- Global Pet Expo
- ISA International Sign Expo
- National Safety Council Congress & Expo
- International Salon & Spa Exposition
- Labelexpo Americas 2014

# Welcome to Atlanta

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**Dear TSNN Attendees,**

It is my pleasure to welcome you to Atlanta for the sixth annual TSNN Awards. On behalf of Atlanta Convention & Visitors Bureau and the entire hospitality community, we hope that you have a fun and enlightening experience in our city.

An event attended by the best show organizers in the country deserves a city equally as impressive. Boasting the world's busiest airport, the fourth-largest convention center in the U.S. and an ever-evolving downtown, Atlanta is the ideal destination for this gathering of trade show professionals.

Atlanta is the epicenter of the South, offering an accessible destination for visitors. Eighty percent of the U.S. population is within a two-hour flight of Hartsfield-Jackson Atlanta International Airport, and the Maynard H. Jackson Jr. International Terminal provides access to more than 75 international destinations in 50 countries. Once you're in Atlanta, navigating the city is a breeze. From the airport, hop on a MARTA train for a 15-minute ride to Atlanta's convention corridor.

A visitor's journey begins in Centennial Olympic Park, the perfect starting point for exploring Atlanta and located just steps away from your meeting. The park is surrounded by world-class attractions including Georgia Aquarium, World of Coca-Cola and two brand new additions: Center for Civil and Human Rights and College Football Hall of Fame & Chick-fil-A Fan Experience. The new Atlanta Streetcar connects our compact convention and tourism district to hotels, historic attractions and nearly 300 dining options downtown. The Luckie-Marietta district, next to Centennial Olympic Park, provides entertainment and nightlife.

Midtown's arts district is just a few stops away on MARTA, or just a quick drive up the famous Peachtree Street, while a short cab ride to Buckhead brings you to the finest shopping in the Southeast. With so much to see and do in Atlanta, there's something for everyone.

Once again, we extend a warm welcome to you and look forward to celebrating your achievements during the TSNN Awards in Atlanta.

Sincerely,

**William C. Pate**  
President & CEO

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# 2015 TSNN "BEST OF SHOW"

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Show organizers told TSNN why they thought their show was BEST. Five nominees were chosen, followed by an extensive social media voting campaign. The overall winner will be named at the TSNN Awards gala celebration!

## Why a TSNN Finalist?

**Greenbuild International Conf/Expo:** Greenbuild International Conf/Expo: Because it's truly a one-of-a-kind conference that not only talks the talk, but walks the walk. Built on making the world a better place through sustainable building and design.

**International Vision Expo East:** International Vision Expo East: Because of their exceptional customer service efforts towards their exhibitors (talk about visionary)! They increased Exhibitor ROI by creating the Customer XPERT Program.

**LA Auto Show Press & Trade Days:** Because of how responsive they were to the changing "mobile" technology landscape within their industry & the strong partners they were able to leverage in order to break records & be one step ahead.

**LIGHTFAIR International:** Because of their unprecedented success overall (LFI 2015 registration grew to 29,900, a 15% gain over the previous record set in 2014, with representatives from 89 countries).

**Offshore Technology Conference:** Because of how they thought "out of the box" with their speakers and sessions - very inspirational, innovative and timely (many different perspectives which were extremely motivating).

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## Jim Cantore

### Storm Tracker and Co-host of AMHQ

The Weather Channel

Jim Cantore is one of the most recognized faces in weather. Known for his live reports from severe weather events, Cantore embodies the passion and knowledge of The Weather Channel (Weather) that makes him the weather authority viewers turn to when forecast turn dire. He has covered every major weather event of the past 25 years, including Hurricanes Katrina and Irene and Superstorm Sandy, solidifying his role and the role of The Weather Channel as the leading source for severe weather coverage. Cantore is well known for his animated, tenacious style, both in the field and in the studio.

As Weather's storm tracker, Cantore reports tirelessly before, during and after weather events, providing live reports and insights for the network. When not in the field, he covers the latest forecast and weather news on "AMHQ," weekdays from 7 - 10 a.m. ET. He is also a frequent contributor to NBC programs such as "Nightly News" and "TODAY," as well as for NBC affiliates nationwide and multiple MSNBC shows.

A native of White River Junction, VT, Cantore graduated with a bachelor's degree in meteorology from Lyndon State College (Lyndonville, VT), where he returns each year to work with students in the meteorology program. Weather hired Cantore out of college and he first appeared on air in July 1986. He was inducted into the Punxsutawney Weather Discovery Center Hall of Fame in February 2013, and in 2013 he was inducted into the Silver Circle of the National Television Academy of Arts & Sciences Southeast Chapter. In 2014, he was elected a Fellow of the American Meteorological Society.

Jim is a sought-after speaker and serves as a celebrity ambassador for the American Red Cross, enabling him to further spread the message of preparedness, an issue of vital importance to him that carries over from his work. He has also appeared in a series of public service announcements for FEMA on the importance of preparing your home and family for severe weather. When he's not covering the weather, Cantore's passion for the outdoors is equally evident in his leisure activities, which he enjoys with his two children. He is an avid skier, golfer and gardener and makes his home in the Atlanta area. Cantore is an active supporter of several charities, including FRAXA, the National Fragile X Foundation.

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# SCHEDULE AT A GLANCE

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## Friday, November 6, 2015

### Arrivals

### Badge Pick up

**10:00 a.m. – 5:00 pm – Friday Only**

Lobby of Westin Peachtree

### Opening Reception

**6:30 p.m. to 9 p.m.**

College Football Hall of Fame

**Wear your favorite college team jersey!**

*\*Bus pick up 6:15 p.m. - Westin Peachtree - Spring Street Motor Lobby*

### Hospitality Suite

**9 p.m. - 11 p.m.**

The Westin Peachtree Plaza Atlanta (6th Floor)  
Chastain Room

*\*Bus will return to Westin Peachtree at 9 p.m. for Hospitality Suite*

## Saturday, November 7, 2015

### Breakfast

**8:00 a.m.**

Atlanta Convention Center at AmericasMart

*\*From Westin Peachtree – go across floor #6 and proceed through overlook bridge and follow signs into AmericasMart to Building 2, Floor 4 (all conference events here)*

### Conference Opening Remarks

**9:00 a.m.**

### First Session

**9:15 a.m. – 10:15 a.m.**

**“Optimizing Exhibitor ROI”**

Jonathan “Skip” Cox, CEO of Exhibit Surveys, Inc., with panelists Gwen Venable, Vice President of Communications, U.S. Poultry & Egg Association, and Kris Carroll, Marketing Manager for Marel Stork Poultry Processing.

### Second Session

**10:15 a.m. – 11:15 a.m. – “State of the Industry”**

Rachel Wimberly, TSNN President, with panelists Brian Casey, President & CEO for The Center for Exhibition Industry Research and Rick McConnell, immediate past-chair of SISO and President of Informa Exhibitions U.S. Construction & Real Estate, Inc., and President of Informa Canada.

### Break

**11:15 a.m. – 11:30 a.m.**

### Second Session

**11:30 a.m. – 12:30 p.m.**

**– “Engaging Clients to Attract and Retain”**

Dana Freker Doody, Vice President of Corporate Communications for The Expo Group, with panelists Mike Bilbow, Vice President of Content and Production at College Football Hall of Fame; Keith Masback, CEO of USGIF; and Kristin Torres, Executive Director, Meeting and Events, Cattle Industry Convention & NCBA Trade Show.

### Lunch

**12:30 p.m. – 2:30 p.m.**

### Free Time – Go see the sites in Atlanta!

**2:30 p.m. – 6:00 p.m.**

### TSNN Awards Cocktails, Gala and Afterglow

**6 p.m. to Midnight**

Atlanta Convention Center at AmericasMart

*\*From Westin Peachtree – go across floor #6 and proceed through overlook bridge and follow signs to Building 3, Floor 15, Penthouse Ballroom*

## Sunday, November 8, 2015

### Sunday Brunch

**10 a.m. to Noon**

**– Jimmy Carter Presidential Library and Museum**

Please join us for an amazing brunch and the master docent, who will be on hand for a journey through President Carter’s world.

*\*Bus pick up 9:30 a.m. sharp - Westin Peachtree, Spring Street Motor Lobby*

*\*Buses will leave at 11:00 a.m. and Noon from museum back to airport\**

# SPEAKERS

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## Mike Bilbow

Vice President of Content and Production  
College Football Hall of Fame

Mike Bilbow brings over 25 years of experience in the fields of television, collegiate athletics, and digital media to the College Football Hall of Fame. He oversees the creation, maintenance and updating of the content in the Hall's various digital interactives, as well as all physical artifacts, exhibits, and archives.

Prior to the Hall of Fame, Mike was the Executive Director of New Media for IMG College at the University of Georgia. The New Media team at UGA produces content for georgiadogs.com, TV shows, ancillary TV programming, web video (both live and on-demand) and assists with content for big-screen productions in campus venues.

Previously, he was the Director of Video Services for The University of Tulsa athletic department, where he oversaw the production of all coaches' shows, video board content, and Web streaming/podcasts. Mike began his career as a sports photojournalist at KJRH in Tulsa, where he also produced the state's first 30-minute weekly sports program.

Bilbow earned his bachelor's degree in Radio, Television and Film from The Oklahoma State University in 1991. Mike is married to the former Molly Thomas of Tulsa, and has 2 sons — Jackson and Connor.



## Kris Carroll

Marketing Manager  
Marel Stork Poultry Processing

Kris Carroll is Marketing Manager for Marel Stork Poultry Processing, Inc., the leading global provider of poultry processing equipment with headquarters in Boxmeer, The Netherlands. Kris is a graduate of East Carolina University where she received a BS in English and Communications.

After graduation, Kris launched her career as a journalist with the Wilmington Star-News (a New York Times Regional Newspaper Group publication). The curiosity that led her into become a reporter later spurred her to seek out a variety of opportunities to cultivate her skills in every aspect of marketing, communications and event management. Her 25-year career has included roles in the public, private and non-profit sectors managing marketing, public relations, crisis communications and event execution for both small and large organizations.

In addition to her role with Marel Stork, she has operated her own communications consulting business for the last 11 years, offering project-based advisement on public relations, marketing campaigns, media training and event management.



## Kristin Torres

Executive Director of Meeting and Events  
National Cattlemen's Beef Association

Kristin is the currently Executive Director of Meetings & Events for the National Cattlemen's Beef Association (NCBA). NCBA is the oldest, national trade organization for the beef cattle industry with over 30,000 members. Kristin has 18 years in association meeting and show management experience and has been with NCBA for 13 years. Kristin oversees a team of six full time planners that work on a variety of events including the Cattle Industry Annual Convention & NCBA Trade Show. Prior to coming to NCBA Kristin has worked with several national and international associations head quarter in the Denver MetroArea where she resides.

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**Gwen Venable**  
**Vice President of Communications**  
 U.S. Poultry & Egg Association

Gwen Venable is Vice President of Communications for the U.S. Poultry & Egg Association. She joined USPOULTRY in 2010 and is responsible for the Association's comprehensive communications program. She also directs the strategic marketing and promotion for all of the Association's industry services and events, including seminars and conferences, research and the annual International Production & Processing Expo. Gwen and her team help develop communications focused on informing, building and protecting consumer trust in how today's poultry is raised, touching on a variety of areas ranging from animal care, food safety, sustainability and more. Gwen received her bachelors and masters of business administration degree from the University of Georgia. She has more than 25 years of corporate communications, marketing, public relations and trade show experience.



**Keith Masback**  
**CEO**  
 USGIF

Keith Masback is the CEO of the United States Geospatial Intelligence Foundation (USGIF), a nonprofit foundation supporting training, education, professional development, and innovation for the geospatial intelligence (GEOINT) community. USGIF has over 235 corporate and institutional member organizations, and currently accredits 12 colleges and universities to grant academic GEOINT Certificates. Prior to this position, he spent over twenty years combined as an officer in the U.S. Army and as a senior executive civilian in both the Department of Defense and the Intelligence Community. In addition to his position as a Councilor of the American Geographical Society, he serves as a member of the Department of Commerce, National Oceanic and Atmospheric Administration's Advisory Committee on Commercial Remote Sensing (ACCRES) and the Department of Interior's National Geospatial Advisory Committee (NGAC).

**Exhibitor Booth Sales**

STEP 1 Company Information | **STEP 2 Confirm Booth Space** | STEP 3 Packages | STEP 4 Confirm Order | STEP 5 Payment | STEP 6 Complete

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Select from the available booths below.

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Building B - Exhibit Hall Level

Hall Name	Booth #	Dimensions	Area	Price
Building B - Exhibit Hall Level	4544	10 ft x 20 ft	200 sq ft	\$3,750.00

Booth Reservations

4245	4345	4444	4443	4544	4539	4638	4643	4742
4243	4342	4343	4440	4439	4538	4637	4738	4735
4235	4338	4339	4435	4639	4734	4635	483	

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# MAPS AND SO MUCH MORE



## Jonathan "Skip" Cox

CEO

Exhibit Surveys, Inc.

Under Skip Cox's leadership, Exhibit Surveys, Inc. has grown and maintained its position as the premier intelligence and measurement resource in the events industry. Skip focuses strategically on client development and serves as the visible face of ESI in the marketplace. This affords him the opportunity to translate emerging needs of clients into the next diagnostic tools for ESI to develop. He also is heavily involved with the direct application of these new tools to enhance the strategic and tactical planning for exhibition and event organizers, marketers, and facilities.

Skip speaks at many business and professional association meetings, and is often invited to present Exhibit Surveys' research findings at events in the U.S., Latin America, Europe, and Asia. He also frequently contributes articles to publications and academic journals serving the marketing and event marketing fields. His involvement with industry associations is extensive. He is the Past Chair of the board of the International Association for Exhibitions and Events (IAEE) and has

served on the board of the Center for Exhibition Industry Research (CEIR). He has also served on the boards of the Corporate Event Marketers Association and the Trade Show Exhibitors Association (TSEA). Recognition from these associations includes TSEA's Chairman's Award, CEMA's Pinnacle Award, and IAEE's Chairman's Award.



## Brian Casey

President & CEO

The Center for Exhibition Industry Research

Brian Casey is President & CEO for The Center for Exhibition Industry Research and has more than 34 years of experience in the trade show and meetings industry. Prior to joining CEIR he served as Vice President & General Manager of Cleveland's new Convention Center and Global Center for Health Innovations, President and CEO of the High Point Furniture Market, Owner of his own exhibition management company, Executive Vice President at Smith Bucklin and Managing Director of Trade Shows for the International Housewares Exposition. Casey has served on boards of the Rock & Roll Hall of Fame Major American Trade Show Organizers, IAEE among other industry associations.

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## Dana Freker Doody

Vice President of Corporate Communications

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 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 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](https://twitter.com/theexpogroup).



## Rick McConnell

Immediate Past-chair of SISO and President of Informa Exhibitions U.S. Construction & Real Estate, Inc., and President of Informa Canada

Rick McConnell is President of Dallas-based Informa Exhibitions U.S. Construction & Real Estate, Inc., and President of Informa Canada. Informa is one of the world's leading business intelligence, knowledge and events businesses with more than 6,000 employees in over 100 offices across 25 countries.

A 27-year veteran in tradeshow management, McConnell began his career at Informa when it acquired Hanley Wood Exhibitions in December 2014. He was named President of Hanley Wood Exhibitions in July 2009, where he is responsible for managing and growing the company's exhibition activities.

He began his career at Hanley Wood in 2001 as Show Director, after holding senior management positions with Miller Freeman/VNU, MAGIC International, and the Dallas Market Center.

McConnell holds an MBA from the University of Arkansas and a Bachelor

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# SPEAKERS

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of Business Administration from Southwest Texas State University. He is a long-time active member of the International Association of Exhibitions and Events [IAEE] and the Society of Independent Show Organizers [SISO]. He served as the SISO Chair from April 2014-2015, and frequently speaks at industry events and seminars.

McConnell and his wife, Kim, live in Coppell, a suburb of Dallas, and have three daughters, Holley, Heather and Hannah.



## Rachel Wimberly

TSNN President and Editor-in-Chief

Rachel Wimberly started her career after graduating from New York University with a Masters in Journalism and taking an internship at CNN Business News in New York that led to a position working on "Moneyline with Lou Dobbs" and international market updates. From CNN, she moved to Santa Fe, NM, and wrote business news for The New Mexican before transitioning from news to film after a move to Los Angeles.

Wimberly led feature film development for Riche/Ludwig and Eagle Cove Productions and worked on six feature films with a first-look deal at Warner Brothers. Journalism's siren call lured her back to working for The New York Times in North Carolina, writing on troop movements during the Iraq War.

Back in Los Angeles, Wimberly continued her journalism career as a reporter for Variety magazine covering entertainment news before taking a position as senior editor for Tradeshow Week magazine. Once TSW closed in 2010, she was brought over to Trade Show News Network (TSNN.com), where she launched six newsletters and helped build the brand into the top online news site for the trade show industry.

Wimberly is a board member of the Association of Women in Events (AWE) and a member of the International Association of Exhibitions and Events.



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# TSNN AWARDS CONFERENCE SESSIONS

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## Breakfast

8:00 a.m. – 9:00 a.m.

## Opening Remarks

9:00 a.m. – 9:15 a.m.

## Optimizing Exhibitor ROI

9:15 a.m. – 10:15 a.m.

To retain and grow revenue from exhibitors and sponsors, organizers are developing more strategic relationships with exhibitors that results in optimization of their ROI. By looking at exhibitor expectations and ROI requirements through the lens of the exhibitor, organizers can play a greater role in exhibitors' pre-event planning, optimization of tactical drivers of ROI and helping to deliver more value for their exhibit investment. This panel will illustrate the value of data, coupled with a good understanding of exhibitors' strategic needs in providing a platform for developing a strong consultative sales relationship with exhibitors.

**Moderated by:** Jonathan "Skip" Cox, CEO of Exhibit Surveys, Inc., with panelists Gwen Venable, Vice President of Communications, U.S. Poultry & Egg Association, and Kris Carroll, Marketing Manager for Marel Stork Poultry Processing.

## SISO and CEIR Joint Session: State of the Industry

9:15 a.m. – 10:15 a.m.

The chair of the Society of Independent Show Organizers and President and CEO of The Center for Exhibition Industry Research will be on the stage at the same time. Here's your opportunity to not only ask any burning questions about where the industry might be headed, but also to hear from two leaders on what may be impacting the industry right now and what to watch out for in the future. Will revenue models stay the same? Will booths really a thing of the past? How does a show create an immersive experience? And what about the Millennials, not to mention Generation Z?

**Moderated by:** Rachel Wimberly, TSNN President, with panelists Brian Casey, President & CEO for The Center for Exhibition Industry Research and Rick McConnell, immediate past-chair of SISO and President of Informa Exhibitions U.S. Construction & Real Estate, Inc., and President of Informa Canada.

## Break - Refresh and Relax!

11:15 a.m. – 11:30 a.m.

## Engaging Clients to Attract and Retain

11:30 a.m. - 12:30 p.m.

Journey through a series of case studies of successful engagement experiences to glean ideas translatable to any industry. Host Dana Freker Doody of The Expo Group will start off interviewing Mike Bilbow, VP of Content and Production at College Football Hall of Fame, site of our opening reception the previous night, about techniques he uses to excite visitors and keep them coming back. The conversational journey will continue as we meet trade show organizers and executives who will share details about specific programs that worked to achieve successful engagement and some that helped land them on the fastest-growing list. Review case studies from Keith Masback, CEO of USGIF, on how his team steered attendees through GEOINT 2015 Symposium and Kristin Torres, who runs the Cattle Industry Convention & NCBA Trade Show, on how they engage with attendees to build community and drive registration.

**Moderated by:** Dana Freker Doody, Vice President of Corporate Communications for The Expo Group, with panelists Mike Bilbow, Vice President of Content and Production at College Football Hall of Fame; Keith Masback, CEO of USGIF; and Kristin Torres, Executive Director, Meeting and Events, Cattle Industry Convention & NCBA Trade Show.

## TSNN Awards Luncheon

12:30 p.m. – 2:30 p.m.

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# 2015 TSNN AWARDS CATEGORIES

Celebrating Success, Saturday Night Gala

TSNN

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The TSNN Awards: Celebrating Success 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: Jim Cantore, Storm Tracker and Co-host of AMHQ, The Weather Channel.**

## Categories for the 2015 TSNN Awards

Overall winners in each category will be unveiled at the Saturday night gala celebration.

### Fastest-Growing Net Square Footage Shows

- ★ Trade Show
- ★ Association Show
- ★ Top Overall

### Fastest-Growing Attendance Shows

- ★ Trade Show
- ★ Association Show
- ★ Top Overall

### "Best of Show" Award

The 5th Annual TSNN "Best of Show" award nominees represent a wide range of industries from green visionaries to car and energy innovators.

#### Below are the five nominees:

- ★ Greenbuild International Conference & Expo
- ★ International Vision Expo East
- ★ LA Auto Show Trade & Press Days
- ★ Offshore Technology Conference
- ★ LIGHTFAIR International

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. This year's honoree is Britton Jones, President and CEO of Business Journals Inc.

### Student Scholarship Award

A student looking to start a career in the trade show industry will receive the TSNN Awards Student Scholarship for \$5,000 sponsored by the Reno-Sparks Convention & Visitors Authority. This year's winner is Sophia Hatchitt from the University of Central Florida's Rosen College of Hospitality Management.

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# Industry Icon Winner

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**Britton Jones**

**CEO of Business Journals Inc. (BJI)**

Trade Show News Network will celebrate Britton Jones, president and CEO of Business Journals Inc. (BJI), as the TSNN Industry Icon Award honoree at the 6th annual TSNN Awards Nov. 6-8 in Atlanta.

**"I am truly honored to be named TSNN's 2015 Industry Icon Award honoree. I am tremendously blessed to work with incredibly insightful, talented and dedicated people,"** Jones said. He added, **"We work in an environment that fosters creativity and real innovation. To me, this award is wonderful recognition of the impact and significance of our collective efforts to move the events industry forward."**

Rachel Wimberly, TSNN President, said, **"The TSNN Awards Industry Icon Honor typically is given to someone who is an innovator in the industry, and Britton has led the way for a long time. We are thrilled to honor him at this year's awards in Atlanta."**

Jones will be feted during the TSNN Awards gala Saturday night at the Atlanta Convention Center at AmericasMart at which the 50 fastest-growing shows in the U.S. also will be celebrated. BJI produces 27 events per year, including brands such as AccessoriesTheShow, the industry's largest and longest running accessories show and the industry's upscale menswear show, MRKET.

The BJI Fashion Group also has four women's apparel shows, FAME, EDIT, MODA and STITCH, which provide full coverage of the major women's categories ranging from the junior/ young contemporary to the luxury and premium contemporary markets. In total, the BJI Fashion Group runs 21 shows annually at the Jacob K. Javits Convention Center in New York and six shows per year at the Sands Expo Convention Center in Las Vegas.

BJI also publishes three trade magazines including MR (Menswear Retailing), the world's largest menswear business-to-business magazine and Accessories, which has been the leading publication of the women's fashion accessories market for over 100 years. In addition, BJI has a 54 magazine custom publishing division, seven web sites, and maintains one of the industry's largest databases of fashion retailers.

Besides overseeing all aspects of BJI, Jones also serves as CEO of LeftField Media, a company he formed in late 2014 with Greg Topalian (former senior vice president at Reed Exhibitions and founder of New York Comic Con) and Mac Brighton (BJI's chairman and COO) and Sharon Enright (BJI's executive vice president). LeftField is dedicated to building experientially rich events and celebrations for fans and enthusiasts primarily in the pop culture space.

Jones currently is the chairman of the board of directors of the Center for Exhibition Industry Research, as well as serving on NYC & Co.'s Trade Show Council and the Javits Center's Customer Advisory Board. Jones also was chairman of the board of Society of Independent Show Organizers (SISO) from 2008 – 2010 and served on the SISO board from 2001-2010.

Previously, Jones served three terms on the board of American Business Media (ABM), where he was twice chairman of ABM's Trade Show Council. Jones and his wife of 23 years, Lauren, have two sons, Riker (22) and Dawson (19).

The TSNN Awards is a weekend celebration that will kick off Nov. 6 with an opening party at Atlanta's College Football Hall of Fame, followed by a conference and the awards gala the next day at the Atlanta Convention Center at AmericasMart and ending with a brunch at the Jimmy Carter Presidential Library and Museum.

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# The Expo Group's 2015 SMOTY Award Winners

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The Expo Group Show Manager of the Year Awards winners for 2015 emerged from a field of hard-working nominees committed to their craft. Created in 2000, the "SMOTY" Awards recognize show organizers who are creating amazing experiences with their exhibition and in their marketplace community.

**"The dedication, innovation and downright determination of the people in this business continually impresses me and the judging panel as well,"** said Ray Pekowski, President and CEO of The Expo Group. **"We began this program to give back to the community by honoring unsung heroes, and I am proud the SMOTYs continue to honor people doing some amazing things with their show."**

Each SMOTY winner will receive the iconic SMOTY obelisk trophy and be honored with a donation made in their name to the charity or educational institution of their choice.

The Expo Group also will make a donation in honor of ALL nominees to The Meetings Industry Fund, a newly formed entity designed to help industry professionals in times of financial crisis.

## Congratulations to the 2015 SMOTY winners:

### Tier I, 150 booths or less:



### Linda Trummel

Manager Event Services

SmithBucklin

Linda Trummel joined SmithBucklin in 2010 as an Event Services Associate. Since then, she has become an invaluable member of the company's Event Services unit moving her way from an entry level position to a Manager in the department. In her current role, Linda serves as the event lead for the Oracle HCM Users Group (OHUG), as the trade show lead for the North American Association of Food Equipment Manufacturers (NAFEM), National Association of Orthopaedic Nurses (NAON) and the National Demolition Association (NDA) as well as the convention lead for the International Society of Transport Aircraft Trading's (ISTAT) annual European event.

Linda has experience managing meetings in all different capacities, from international meetings and events for 1,000 people to trade

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# The Expo Group's 2015 SMOTY Award Winners

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shows with an attendance of 800 – 20,000 people and 30 – 500 exhibiting companies. Client organizations rely on Linda's experience and guidance to set and execute the proper strategic direction for their critical events, which include ISTAT Europe and The NAFEM Show. Linda's dedication to bringing new and innovative concepts has helped boost revenue and attendance to client's annual meetings.

Linda holds a bachelor's degree in Recreation, Sport, and Tourism and a minor in Business from the University of Illinois in Champaign-Urbana, IL and was a participant in IAEE's 20 Under 30 Program in 2013.

## Tier II, 151-300 booths:



### Wayneston Harbeson

VP of Operations and Event Services

National Association of Television Program Executives

As the Vice President of Operations & Event Services at NATPE, Wayneston oversees all logistical aspects of NATPE, the premier multi-platform content market and conference for over five decades. In this role, he works directly with over 300 exhibiting companies, which have included iconic brands such as Warner Brothers, Lionsgate, Telemundo, Univision and NBC Universal in delivering services to highlight their companies and their work. Wayneston also manages and coordinates NATPE Budapest, an International television market held annually in Hungary.

As a former catering manager at the Venetian, and a National Sales Manager and Convention Services Manager at Mandalay Bay – Wayneston uses his experience of doing over 500 events at these hotels and bring the best of what he has seen to NATPE. His mission is to always "deliver exceptional, cutting edge experiences in a world of ever increasing paradigm shifts."



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# The Expo Group's 2015 SMOTY Award Winners

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## Tier III, 301-700 booths:



### Scott Craighead

CEM, VP of Exhibitions and Events

International Association of Exhibitions and Events

Scott Craighead, CEM, has been involved professionally in the exhibition and events industry for 14 years producing exhibitions and events in the U.S. and globally. He currently serves as the Vice President of Exhibitions & Events for the International Association of Exhibitions & Events (IAEE), including Expo! Expo! IAEE's Annual Meeting & Exhibition. Scott is responsible for budgeting, show development and design, technology solutions, personnel, contracts and overall logistics for Expo! Expo! and other IAEE produced events. Scott also serves as the Vice President of Events for the Center for Exhibition Industry Research (CEIR), including the Annual CEIR Predict Conference.

Previously, Scott handled logistics and exhibit sales for Global Semiconductor Alliance events and exhibitions held in the U.S., Europe, and Asia. He managed logistics and exhibition sales for GSA hosted events, including the GSA Suppliers Expo in Santa Clara, CA, the

IC Design Suppliers Pavilion at SEMICON China in Shanghai, and the IET & GSA International Semiconductor Forum in London and Paris.

His career began at Associated Students, UCLA, where he managed a wide array of student, university, and external events. For ASUCLA, Scott managed and facilitated events ranging from large trade fairs to political debates; including a 2003 Democratic Party Presidential Debate and the Annual Southern California Biotechnology Fair. He planned events and managed relations for over 800 student organizations, dozens of University departments, and several off-campus organizations.

Scott's passion for event production started as a Student Manager of the Texas Tech Student Union while completing a degree in marketing at Texas Tech's Rawls College of Business.

**"Throughout my career, I have seen the value that events bring to people's lives and the importance of events to society. Whether its design is cultural, political, religious, or commercial, events and exhibitions provide a platform for people to share ideas and to create solutions. It is greatly rewarding to help build those platforms as a professional event producer."** - Scott Craighead, CEM

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Tier IV, 701-1,500 booths:



## Eric Z Horn

**CMP, Associate Executive Director for Business Development and Show Director**

North American Beauty Events LLC,  
Professional Beauty Association

Eric has been with Professional Beauty Association (PBA) for over 20 years, joining the 91 year old association in May, 1995, when the association was named Beauty & Barber Supply Institute. In September of 1995, the association was relocated to Scottsdale, AZ from Fairfield, NJ. As Associate Executive Director of Business Development for PBA, Eric is responsible for all facets of revenue produced for the non-profit association, with the exception of dues revenue and manages an event and sales staff of seven. He serves as liaison between joint venture partners in Italy and the PBA. Along with CPNA he oversees and manages the International Salon & Spa Expo now in its 17th year and first time recipient of TSNN's Fastest 25 for Attendance Growth!

Prior to moving to Arizona, Eric was employed by Hyatt Hotels and Resorts holding positions in Catering and Convention Services in

Hilton Head, SC, Washington, DC, San Diego and Burlingame, CA. Since moving to Arizona, has resided in Phoenix where he presently lives with his fiancé, Inigo Uriarte and his two pups, George and Pinto. He sits on the advisory council of the QU Scholarship Fund in Arizona and the advisory council for the City of Hope National Beauty Industry.

Eric earned his Bachelor of Science in Hotel, Restaurant and Travel Administration from the University of Massachusetts at Amherst in 1989 and is a member of MPI, IAEE, and ASAE. Originally from the East Coast, he enjoys traveling, good wine, the beach and just relaxing at home with his family.



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AWARD WINNERS!



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# The Expo Group's 2015 SMOTY Award Winners

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



### Bill Lynch

Chief Operations Officer

Specialty Food Association

Bill Lynch is the Chief Operations Officer of the Specialty Food Association (SFA) located in New York, New York. As SFA's Chief Operations Officer, Lynch is responsible for leading the world's largest specialty food and beverage trade shows - the Fancy Food Shows. These award-winning shows bring together 45,000+ attendees from more than 80 countries and regions to experience innovative specialty food products in 600,000+ square feet of exhibits. In addition to his role with the Fancy Food Shows, Lynch also provides Office Management oversight to the organization's Silver LEED certified office space in Midtown South Manhattan which houses 50 full-time staff members. Lynch oversees the organization's exhibit pavilions in all domestic and international trade shows and represents the organization at various Board, Council and Committee meetings for their 3,200+ members.

Lynch began his career 18 years ago with Ullo International in trade show operations working on a number of shows including Photo Plus, Fashion Accessories Expo and Wine Tech. From there, Lynch held Operations positions with George Little Management and Primedia before arriving at the Specialty Food Association. Since his time with SFA, Lynch has worked his way up through the organization not only providing leadership for the Fancy Food Shows, but also developing the Customer Service and Membership departments for the organization. Lynch has been featured in various industry magazines and was profiled on MSNBC. Lynch serves on the San Francisco Travel Customer Advisory Council and NYC & Company's Tradeshow Committee.



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## DISCOVER WHAT MAKES ATLANTA UNIQUE WITH THESE PLACES TO VISIT THAT ARE ONLY IN ATLANTA

Restaurants, nightclubs and bars – all the major cities have them. Come to Atlanta, however, and you can discover what makes this Southern city truly unique. Think you know everything about the ATL? Think again as you explore these places to visit that are found “only in Atlanta.”

### Center For Puppetry Arts

North America’s largest museum dedicated to the art of puppetry calls Atlanta home.

### Atlanta History Center

One of the nation’s largest collections of Civil War memorabilia can be found at the Atlanta History Center.

### Peachtree Road Race

The largest 10K road race in the country takes place every Fourth of July in Atlanta.

### Stone Mountain Park

Get active during your Atlanta visit with a trip to Stone Mountain Park where you can see, and walk across, the world’s largest exposed mass of granite.

### Zoo Atlanta

Zoo Atlanta is one of only four zoos in the United States with Giant Pandas.

### Nobel Peace Prize... Times Two

Atlanta is one of only two cities in the world to lay claim to two Nobel Peace Prize winners – Martin Luther King, Jr., and President Jimmy Carter.

### Atlanta Ballet

Atlanta is home to the oldest continually operating ballet company in the nation. Leaping, dipping and plié-ing since 1929.

### Inside CNN Studio Tour

In addition to a tour of CNN’s Atlanta headquarters, guests are treated to a ride on the world’s tallest free-standing escalator.

### Georgia Aquarium

The Georgia Aquarium is home to more than 100,000 animals of varying species.

### The Varsity

Not often does a city claim a fast-food restaurant as being a can’t-miss destination, but in Atlanta we do.

### “The Dump”

Don’t be scared! “The Dump” in Atlanta is actually where Margaret Mitchell penned her epic novel “Gone With the Wind.”

### Coca-Cola

This global branded started where? You guessed it, Atlanta. Born and raised in Atlanta, Coca-Cola is synonymous with our city.

# 2015 STUDENT SCHOLARSHIP

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## Sophia Hatchitt

Studying: Event Management

University of Central Florida's Rosen College of Hospitality.

Trade Show News Network is pleased to announce that the 3rd annual TSNN Awards \$5,000 Student Scholarship awardee is Sophia Hatchitt, 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 Hatchitt will receive the funds and be feted during the celebration gala dinner at the 6th Annual TSNN Awards Nov. 6-8 in Atlanta.

Hatchitt recently completed an internship at the Kafuu Resort Fuchaku in Okinawa, Japan, where she worked in various departments, such as F&B, front office and concierge.

She also previously worked at the Orlando Convention & Visitors Bureau as an intern in the Global Sales and Marketing for the U.S. office. In that role, she assisted with marketing events, updated marketing presentation materials, assisted and recruited users to the Orlando Travel Academy and helped plan and execute 'fam trips. Hatchitt plans to use some of the scholarship funds to finish her schooling and an internship next year in Hong Kong.

"The Reno-Sparks Convention & Visitors Authority is proud and honored to once again team up with Trade Show News Network to present the third TSNN college scholarship fund," said John Leinen, RSCVA's vice president of convention and tourism sales.

He added, "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. It is very rewarding to see how many excellent candidates applied for the scholarship. The quality of the upcoming talent entering the industry is very encouraging."

"I am incredibly honored to be chosen as TSNN 2015 scholarship recipient," Hatchitt said. "I am so grateful to the Reno-Sparks CVA for not only sponsoring this award but for also giving me the chance to attend this amazing event."

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### Plan On Atlanta...

About Atlanta Convention & Visitors Bureau: Established in 1913, Atlanta Convention & Visitors Bureau (ACVB) is a private, nonprofit organization created to favorably impact the Atlanta economy through conventions and tourism. ACVB's dedicated sales and convention services team work together with our collaborative hospitality community to ensure each meeting runs seamlessly from start to finish.

Plan on AtlantaBig changes are afoot in Atlanta. Within 2014 alone, the city debuted \$1.5 billion in new development, completely reshaping its meetings and tourism proposition. Home to the fourth-largest convention center in the U.S., Atlanta is known as a premiere meeting, tradeshow and convention destination, but this hub of the Southeast has much more than meeting space for convention attendees.

More than 80 percent of the U.S. population is located within a two-hour flight of the city, making Atlanta one of the most accessible destinations in the country. A dedicated international terminal offers an easy gateway into the heart of the South for attendees from around the globe.

Upon landing in Atlanta, it doesn't take long to get settled. Hartsfield-Jackson Atlanta International Airport is a short cab or MARTA ride into the convention corridor and with more than 10,000 hotel rooms and nearly 300 restaurants within a one-mile radius of the Georgia World Congress Center (GWCC), attendees can meet, dine and relax with ease.

The GWCC anchors Atlanta's compact convention corridor, providing more than 1.4 million square feet of meeting and exhibit space. The city's event facilities don't end there. Several venues offering creative meeting and eventspaces are just steps away.

Adjacent to Centennial Olympic Park, World of Coca-Cola, Georgia Aquarium and the brand new Center for Civil and Human Rights and College Football Hall of Fame and Chick-Fil-A Fan Experience offer unique spaces for specialevents. The new Atlanta Streetcar provides another easy way for attendees to traverse the city, connecting the GWCC, major attractions around Centennial Olympic Park, downtown hotels, and nightlife options with its 2.7 mile East-West loop.

Atlanta's extensive art scene and rich history create cultural offerings unmatched in the South. Explore Atlanta from the Civil War through the Civil Rights Movement at the Atlanta History Center and Martin Luther King, Jr. National Historic Site. Take in a play or concert at the historic Fox Theatre or Woodruff Arts Center and view masterpieces at The High Museum.

In Atlanta, our award-winning dining scene is reinventing Southern style with locally-sourced menus and down home inspiration. Atlanta chefs serve up dishes from the new kitchen of the old south, putting their own spin on grandma's traditional southern favorites.

Convention attendees who appreciate retail therapy can take time out for shopping in Buckhead, the Beverly Hills of the Southeast, at Lenox Mall, Phipps Plaza or at the new Buckhead Atlanta luxury shopping district. Bring the family along for outings to Six Flags over Georgia, Stone Mountain Park and LEGOLAND Discovery Center.

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Craig Cupit, Director of Sales and Marketing

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**Sue Trizila, President, CEO - Wyndham Jade**  
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**Doug Archibald, COO/CFO**  
**P: +1 636-300-5606 E: [doug.archibald@ungerboeck.com](mailto:doug.archibald@ungerboeck.com)**

**Rob Hamlin, Director of Exhibition Solutions**  
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ASP, put simply, are trade show and consumer show website specialists. Providing a powerful, but user-friendly content management system (SHOWOFF) allowing clients to update and develop an effective online business model. ASP offers strategic advice on integrating new technologies and best practice into your online marketing campaigns. Whether you are interested in email marketing, social networking or developing a 365 brand presence (without the dreaded "virtual" word), ASP can help you with its modular solution driven product. ASP has been building websites for show producers, big and small, for over 16 years, with a global presence in Las Vegas, London and Sydney, allowing for a true understanding of your events online needs.

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**



### Perfecting the Event Experience®

Look to Experient for consultation and full-service management of face-to-face trade shows, consumer shows, expositions and conferences. We understand they are a substantial part of your business. And as your partner, we assure they run smoothly from beginning to end while keeping your costs within budget and your ROI in focus. With Experient, you have access to unparalleled pre-show consultation, account management, on-site services, event technology and data analytics designed to meet the needs of even the most discerning show organizers. Flexible and insightful consultation, event planning, site sourcing and contract negotiations, registration, housing, mobile platforms, lead retrieval and data management are scalable services that meet the diverse needs of any size event.

Simply put...when you work with Experient, your guests will realize exceptional value from their event experience. At Experient, we are perfecting event experiences that inspire people to achieve extraordinary business results!

Contact: **Jeff Fugate, Senior Vice President, Sales & Marketing**,  
[jeff.fugate@experient-inc.com](mailto:jeff.fugate@experient-inc.com) - 240-439-2395



Fern is a leading national service contractor that provides unmatched customer service, best-in-class creativity and innovative solutions for events held throughout the U.S. and Canada.

With offices and personnel located from coast to coast, we are among the top three service contractors in North America serving more than 1,100 expositions and events annually. Fern is an experienced partner with market insight, venue knowledge and nationwide relationships to help you navigate any city.

While we are one of the largest service contractors in North America, Fern is best known for its personalized approach to service. Fern is dedicated to first understanding our client's objectives, specific to each event, and the broader goals of the client organization. This attitude toward understanding, and then serving, extends to how we engage and serve exhibitors, sponsors, and other event participants. As a result of our personalized approach to service, we deliver the event experience and results that are the most important to each client and participant.

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Shepard's business is built on a foundation of customer service with a unifying interest in creating successful, innovative and ultimately impactful face-to-face experiences for all participants and key stakeholders. Since their establishment in 1905, this employee-owned business offers a full array of general contracting and value-added services for trade shows, conferences, and specialty events. Their nationwide network of offices affords them the resources, inventory, and capacity to seamlessly execute events of all sizes across North America.

Shepard represents the evolution of the general service contractor to event business partner—operating on the premise that the impact they have on their customers' success will directly impact the success of their own business.

They are recognized by customers for their professional, proactive, and can-do culture.

**Richard Maples, Executive Vice President, Sales and Marketing**  
1531 Carroll Drive, Atlanta, GA 30318  
[rmaples@shepardes.com](mailto:rmaples@shepardes.com) 1-404-720-8600 [www.shepardes.com](http://www.shepardes.com)



Cobb Galleria Centre is one of Atlanta's premier conference facilities, conveniently located at the intersection of I-285 and I-75. Whether your plans envision a large-scale convention, conference, or special event, or an intimate celebration with a VIPs-only guest list, Cobb Galleria Centre is the venue of choice.

Cobb Galleria Centre connects directly to the 522-room, four-star, four-diamond Renaissance Waverly Hotel. Shopping variety is as convenient as the Cobb Galleria Centre's on-site specialty mall and the Cumberland Mall, directly across the street and accessible by a pedestrian bridge. SunTrust Park, the new home of the Atlanta Braves, and the accompanying mixed-use development, are on target to open in 2017 directly across I-285 from the convention center.

Our facility boasts a variety of venue options, including a 144,000-square-foot exhibit hall, 25,000-square-foot ballroom, a 3,600-square-foot special event space, 20 meeting rooms, and 4 executive board rooms. Our dramatic two-story rotunda entrance and ample registration/pre-function space will provide the perfect entry point for your guests. With a full service business center, in-house audio-visual specialists, wireless access, and plenty of complimentary parking, you can rest assured that your event will be perfectly executed down to the last detail.

**Walter Kiley, Director of Sales and Marketing**  
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**Kris Shea, Vice President of Sales, [kris.shea@thejuicestudios.com](mailto:kris.shea@thejuicestudios.com)**  
**Anna Williams, Sales Manager, [anna.williams@thejuicestudios.com](mailto:anna.williams@thejuicestudios.com)**

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The word "epic" is written in a large, blue, serif font. A thin blue line starts from the top of the letter 'e' and extends upwards and to the right, ending in a small green circle. A registered trademark symbol (®) is located to the upper right of the letter 'c'.

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Recognized by Advertising Age as the world's largest brand experience company, Freeman uses the power of integrated digital and live brand experiences to move markets, connect people, support growth and generate revenues for the world's leading organizations. Freeman generates insights that define program strategies, target audiences, and deliver messages that generate meaningful results. Through its expansive network of offices, talent and global partnerships, Freeman has the reach and access that is unmatched in the industry. A family- and employee-owned company, Freeman is known for its stability, strength and customer service achievements over its 87-year history. A values-driven company with a strong and purpose-built culture, Freeman is dedicated to connecting people in meaningful ways. This is accomplished through a process of continuous innovation and improvement. Freeman produces more than 4,300 expositions annually and 11,000 other events worldwide. Freeman has been awarded six consecutive J. D. Power awards for its Customer Call Center. For more information, visit [www.freemanco.com](http://www.freemanco.com)

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Core-apps is the leader in innovative event technology solutions for the event and association industry. Our company was founded to focus exclusively on event technology and now supports more than 600 trade and corporate events with our highly adopted mobile applications. Today, Core-apps powers a larger suite of comprehensive tools including GoExpo Event Management Software, Wayfinders and Event Analytics and Location Services which seamlessly integrate with our mobile apps and the industry's top CRMs and database tools.

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**Richard Harper, Executive Vice President**

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CDS is an extension of your event team. Our unique partnership approach allows us to understand your business and event goals and provide proactive solutions that anticipate the fast-changing event landscape. Our experienced team of 150 professionals has a deep understanding of events, attendees and exhibitors which allows us to craft solutions that enhance your entire event cycle.

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## Supporting Associations



### UFI, The Global Association of the Exhibition Industry

UFI is the association of the world's leading tradeshow organizers and exhibition centre operators, as well as the major national and international exhibition associations, and selected partners of the exhibition industry. UFI's main goal is to represent, promote and support the business interests of its members and the exhibition industry. UFI represents over 650 member organisations in 83 countries around the world. Over 900 international trade fairs proudly bear the UFI approved label, a quality guarantee for visitors and exhibitors alike. UFI members continue to provide the international business community with a unique marketing media aimed at developing outstanding face-to-face business opportunities.



### Exhibition Services & Contractors Association

ESCA is dedicated to the advancement of the exhibition, meeting and events industry. Through the education, information exchange and level of professionalism shared by members and their customers, ESCA promotes cooperation among all areas of the industry.

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