

TSNN

★ *awards* ★

**NOV 14-16, 2014 ★ CLEVELAND, OHIO**

**2014 TSNN AWARDS:**

**CELEBRATING TRADE SHOW EXCELLENCE**

# RETHINK

*Change*



*Take the leap. We're here.*

**THE EXPO GROUP**

972.580.9000 | [theexpogroup.com](http://theexpogroup.com)



**CITY OF CLEVELAND**  
Mayor Frank G. Jackson



September 22, 2014

Dear Attendees:

On behalf of our great city, I would like to welcome you to Cleveland for the 5th Annual 2014 Trade Show News Network Awards.

Currently, there is an enormous amount of capital being invested in Cleveland – from a new Global Center for Health Innovation and the Cleveland Convention Center to a redeveloped lakefront area. Also, the region is home to four world-class healthcare institutions, 80+ biomedical companies and four higher education institutions dedicated to health and technology education, research, and workforce training.

I am confident that Cleveland will provide a perfect meeting destination that not only meets, but exceeds your expectations in the quality, affordability and availability of accommodations, amenities, attractions and overall customer service.

While in town, make sure to discover PlayhouseSquare, our elegantly-restored performing arts center that offers everything from quaint concerts to blockbuster Broadway shows. Or, head over to University Circle where you'll find more arts and culture within a square mile than anywhere else in the country.

Cleveland offers nationally-recognized culinary experiences and unique nightlife options in Downtown at East Fourth Street, the Historic Warehouse District and the Flats, as well as neighborhood hotspots in Tremont, Little Italy and Ohio City. Whether you want to rock with your idols at the Rock and Roll Hall of Fame and Museum or root for your favorite sports teams at Progressive Field, "The Q" Arena or FirstEnergy Stadium, Cleveland's got it all.

Cleveland is an interesting and vibrant city filled with a wide range of opportunities and friendly people ready to welcome you.

Again, welcome to Cleveland! If you have any questions or concerns during your stay, stop by our Visitors Center located at 334 Euclid Avenue, visit them online at [www.thisiscleveland.com](http://www.thisiscleveland.com), call them at **800.321.1001** or connect with them on **Twitter at @TheCLE**.

Sincerely,

Frank G. Jackson, Mayor



# 2014 TSNN AWARDS: CELEBRATING TRADE SHOW EXCELLENCE

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

Trade Show News Network is honored to celebrate the fastest growing shows in net square footage and attendance from the years 2011 – 2013. The winners will be honored at the TSNN Awards Gala, Saturday Nov. 15 at the Cleveland Convention Center.

## Top 25 Net Square Footage Fastest-growing Shows

PROCESS EXPO/International Dairy Show

IPPE - International Production & Processing Expo

2013 Specialty Fabrics Expo and Advanced  
Textiles Conference & Trade Show  
(formerly IFAI Expo Americas)

IRCE (Internet Retailer Conference & Exhibition)

NFMT - National Facilities Management &  
Technology

DUG Eagle Ford

Gear Expo 2013

EXHIBITOR 2013

NSGC 32nd Annual Education Conference

AG CONNECT Expo & Summit

SuperZoo

ICE USA

The Rental Show

DUG East

Shop.org Annual Summit

MAGIC Market Week

(MAGIC Men's/WWD/MAGIC/FN Platform/Sourcing at  
MAGIC/WSA@MAGIC/Project/Pool) - Aug.

PROCESS EXPO/International Dairy Show

Enterprise Connect

PLMA's Private Label Trade Show

Performance Racing Industry Trade Show

NAB Show

International CES

World of Concrete

ASH Annual Meeting and Exhibition

2013 SGIA Expo

## Top 25 Attendance Fastest-growing Shows

WEFTEC - Water Environment Federation Annual  
Technical Exhibition and Conference

Offshore Technology Conference

ALFA Conference & Expo

(Assisted Living Federation of America)

2013 NSC Congress & Expo

Medical Design & Manufacturing (MD&M)  
Minneapolis and MinnPack

ICAST

(International Convention of Allied Sportfishing Trades)

New England Grows!

HAI HELI-EXPO 2013

The Car Wash Show

Cosmoprof North America

Surf Expo - Jan.

2013 IFT Annual Meeting & Food Expo

Summer Fancy Food Show

IRCE (Internet Retailer Conference & Exhibition)

Shooting, Hunting & Outdoor Trade Show  
(SHOT Show)

American Library Association Annual Conference

CAMEX 2013 - Campus Market Expo

REALTORS® Conference & Expo

BookExpo America (BEA)

Interop Las Vegas

NRA Annual Meeting & Exhibits

Optometry's Meeting - Annual AOA Congress

GlobalShop

AIA National Convention and Design Exposition

All Baby & Child Educational Conference



## 2014 TSNN "BEST OF SHOW"

Why a TSNN Finalist?...

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

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. The Top 5 Nominees are....

### Abilities Expo

Because of how they infuse their event(s) with such positive energy, hope & empowerment. This coupled with their ability to turn their event(s) into a celebration of what you CAN do instead of cannot. Their event community (attendees & exhibitors) offer such an outstanding level of creativity and such a vast amount of products which help bridge the gap between abilities and disabilities.

### NADA Annual Convention Expo

Because the 2014 show chose a technology which greatly improved the attendee experience. With a mobile app adoption rate of a whopping 93% the attendees were able to navigate easier and be more efficient on the trade show floor. This led to deeper connections at the world's largest international gathering place for franchised new-vehicle dealers!

### NY International Carpet Show

Because of their fighting spirit and gritty use of social media to gain attention and showcase the experiences and engagements at their event which helped overcome their competition! As a result, there were more dealers exhibiting than ever before, the quality of buyers improved and they were able to remain the best boutique show for high-end handmade carpets in North America.

### Response Expo

Because of their "fun factor", use of engagement & "super-hero" theme which came on strong with their Masked Marvels event poolside. Not only did they have live acrobats dressed as hero's but also a photo booth where attendees could dress up and take home keepsake reminders of the evening.

### SHOT Show

Because the show underwent significant transition and upheaval, only to overcome every challenge it encountered to not only have its biggest but highest rated show by both attendees and exhibitors via post- show surveys. They obviously know their customers! We also commend them on the relationships they have with their exhibitors and their response to them. A perfect example is their creative, value added Exhibitor Academy.

## A Unique Experience at Cleveland's Premier Downtown Club

The Club at Key Center is located in the heart of Cleveland's Civic Center, attached to the Marriott Hotel, and adjacent to The Cleveland Convention Center and the Global Center for Health Innovation. The Club offers a unique venue for meetings, receptions, and dinners for up to 200 guests that includes spectacular views of Lake Erie, Memorial Fountain, and the Rock & Roll Hall of Fame and Museum. Come experience The Club.

Contact our Private Event Director for details at 216.241.1272



127 Public Square / Cleveland, Ohio 44114  
[www.theclubatkeycenter.com](http://www.theclubatkeycenter.com)



## **Betsy Kling**

**Chief Meteorologist**

**#WKYC Channel 3**

Betsy Kling's Emmy award winning forecasts can be seen on the Monday through Friday editions of Channel 3 News at 6, 7 and 11 PM, on [wkyc.com](http://wkyc.com), and can be heard on Clear Channel radio stations throughout northern Ohio including WTAM 1100AM.

Her industry awards include a 2012 Emmy Award for News: Weathercast for "Christmas 2012: 'Twas the Night Before the Blizzard", a 2009 Emmy Award for Crafts: Weather, and a 2003 Emmy Award for Team Effort News Event Coverage of the Columbia Shuttle Tragedy. She also gathered nominations for Emmy Awards for News: Weathercast in 2012 and 2008; and Crafts: Weather in 2012, 2011, 2010, and 2005. In 2007 Betsy was awarded first place by the Ohio Associated Press for Best Regularly Scheduled Weather.

Betsy is part of a small group of women in the country who have earned the prestigious Certified Broadcast Meteorologist (CBM) accreditation from the American Meteorological Society, as well as the Seal of Approval from the National Weather Association (NWA). She is a full member of both professional organizations.

Additionally, she is active in the NWA and sits on several committees, including the Broadcast Meteorology Committee, and is an evaluator for Seal of Approval applicants. She also organizes fundraisers to support NWA college scholarships for aspiring meteorologists. Previously Betsy was elected as a NWA Councilor and was honored with the National Weather Association's Member of the Year award for 2004.

Betsy was featured on the cover of Cleveland Magazine's "City List" issue in April, 2011, and in 2010 Cleveland Magazine named her one of Cleveland's Most Interesting People. She was named Jacksonville Magazine's Best of Real People in 2002.

Betsy is very active in the community and often speaks at schools and civic organization meetings. She gives her time to several charities in the area including the Leukemia and Lymphoma Society, American Red Cross, American Heart Association, University Hospitals, Rainbow Babies and Children's Hospital, Hands Foundation of Medina and Cleveland and Akron zoos. The Hattie Larlham organization, which cares for and promotes the independence of people with disabilities named her to the Rudolph H. Garfield Circle of Caring in 2012, as well as having honored her with a 2004 Media Service Award.

She is passionate about teaching children of all ages about the weather and created and produces Channel 3's Weather Education Day every year with the Cleveland Indians. Betsy was born and raised right here in northern Ohio. Her hometown, Copley, is in Summit County just to the west of Akron. After graduating from Copley High School she went to Bowling Green State University where she earned her journalism degree and a minor in meteorology. She finished her remaining meteorology coursework through Mississippi State University. Betsy worked in Fort Wayne, Indiana and Jacksonville, Florida before coming home.

Betsy is married to former WKYC reporter Paul Thomas and the couple welcomed daughter Josie to the world in 2008. When she has time, Betsy enjoys competitive tennis, reading, fishing, and just enjoying nature and all of its wonders.

You can E-mail her at [betsykling@wkyc.com](mailto:betsykling@wkyc.com), friend her on Facebook and follow her on Twitter!



# SCHEDULE AT A GLANCE

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## Friday, November 14, 2014

### Arrivals

Badge pick up will be in the lobby of the Marriott from  
11 a.m. – 5:30 p.m. – Friday Only

### 6:30 PM - 9:00 PM

#### Opening Reception - Cleveland Browns

Cleveland Browns (FirstEnergy) Stadium Private Club

*\*Buses will pick up at entrance of each hotel at 6:15 PM*

### 9:00 PM - 11:00 PM

#### Afterglow - The Club at Key Center

(connected to Marriott)

*Buses will drop off after opening. Will run in loop to take people back to hotels.*

## Saturday, November 15, 2014

*\*Trolley will pick up at Renaissance at 7:45. Westin also depending on weather. Drop off will be after conference back to Renaissance.*

### 8:00 AM

#### Breakfast - lobby

Global Center for Health Innovation

### 9:00 AM

#### Conference Opening Remarks

Junior Ballroom

### 9:15 AM - 10:15 AM

#### First Session

Joe Pulizzi – founder of the Content Marketing Institute and of Content Marketing World will present “Epic Content Marketing for Events”

### 10:15 AM - 11:15 AM

#### Second Session

Wendy Holliday, vice president, Attendee Acquisition, Velvet Chainsaw Consulting; Donna Kastner, vice president, Expo/Sponsor Sales & Activation at Velvet Chainsaw Consulting will present “Creating Sponsorships That Matter”

### 11:15 AM - 11:30 AM

#### Break

### 11:30 AM - 12:30 PM

#### Third Session

“State of the Industry Panel” with Skip Cox, chair of IAEE, Rick McConnell, chair of SISO and Brian Casey, president and CEO of CEIR and moderated by TSNN President Rachel Wimberly

### 12:30 PM - 1:30 PM

#### Lunch

Cleveland Convention Center

### 1:30 PM - 2:30 PM

#### Lunch Keynote

Len Komoroski – CEO of Cleveland Cavaliers and Quicken Loans Arena

*\*Trolley will drop off at Renaissance after the conference.*

### 2:30 - 6:00 PM

#### Free Time

### 6:00 PM - MIDNIGHT

#### Awards Gala and Afterglow

Cleveland Convention Center

*\*Trolley will pick up at front of all hotels at 5:45 – Renaissance, Westin and Marriott to drop off Lakeside of center. Runs back to hotels will be throughout Afterglow.*

## Sunday, November 16, 2014

### 9:00 AM - 10:30 AM

#### Brunch - Fabulous Food Show

International Exposition Center – I-X Center - Celebrity Chef **Michael Symon** will be a featured guest at the breakfast. He will also meet & greet with guests and participate in a brief audience Q&A session.

*\*Buses will pick up ALL hotels at 8:30 for brunch. Buses will run after brunch in loops back to airport. (Airport is across the street from I-X Center)*

# KEYNOTE SPEAKER

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## Len Komoroski

Chief Executive Officer

Cavaliers/Quicken Loans Arena



Len Komoroski is Chief Executive Officer of the Cleveland Cavaliers and Quicken Loans Arena organization. The organization includes the Lake Erie Monsters (AHL), Cleveland Gladiators (AFL), and Canton Charge (NBADL). In addition, he oversees all business operations and business-related endeavors for Cavs majority owner Dan Gilbert's family of sports and entertainment interests in Ohio. He is also a principal in Rock Gaming, which operates Horseshoe Casino Cleveland.

With more than 30 years of experience in pro sports and entertainment, Komoroski's leadership has helped set a solid business foundation from which the Cleveland Cavaliers, Lake Erie Monsters, Cleveland Gladiators, Canton Charge and Quicken Loans Arena have flourished into one of the most successfully operated sports and entertainment organizations in the country.

Komoroski joined the Cavaliers organization in 2003 as president. In his first year he restructured and transformed how the Cavaliers approached the business community; assembled a team of top sports marketing pros; transformed the organization's communications efforts; and oversaw the development of one of the most dynamic game experiences in the NBA. Other accomplishments at the helm of the Cavaliers business operations include playing pivotal roles in developing one of the top cable television relationships in the NBA with Fox Sports Ohio, as well as securing the entitlement of the Cavaliers new state-of-the-art player development center - Cleveland Clinic Courts.

The Cavaliers franchise has been repeatedly recognized within the pro sports team industry (NBA, NFL, NHL, MLB and MLS) as one of five finalists for Sports Business Journal's prestigious "Sports Team of the Year" award in recent years. The award recognizes excellence, creativity and innovation in franchise business operations. As one of the seven Principles of Rock Gaming, Komoroski played an instrumental role in bringing first-class, full-service casino gaming to downtown Cleveland and Cincinnati along with thousands of jobs and millions of dollars of positive economic impact for local and statewide communities.

Very active as a community and civic leader, he serves on the board of directors of the Greater Cleveland Partnership, the Downtown Cleveland Alliance, the Cleveland International Fund, the Cleveland State University Foundation, and the Cleveland chapters of the American Red Cross and United Way. He is also Chairman of the Board for Positively Cleveland, Cleveland's convention and visitor's bureau. Komoroski was also named Sales and Marketing Executives of Cleveland's (SME) 2013 Business Executive of the Year.

Prior to joining the Cavaliers organization, Komoroski was the Senior Vice President and Chief of Business Operations with the NFL's Philadelphia Eagles (1996-2003). There, he played a pivotal role in the Eagles' growth and business success, which included bringing the Eagles Television Network in-house and helping to broker the record-setting, multi-million dollar naming rights deal for the Eagles training facility, the NovaCare Complex; development of Lincoln Financial Field, the Eagles state-of-the-art stadium and secured a 20-year, \$140 million naming rights agreement with Lincoln Financial Group which, at the time, was one of the largest such agreements in pro sports history.

## CONGRATULATIONS TO ALL THE 2014 TSNN AWARD WINNERS!

HelmsBriscoe is the largest purchaser of convention and tradeshow hotel room blocks in the world. With 1,200 Associates booking business into 100 different countries each year, we are your global resource for all your tradeshow needs.



Richard Harper, Executive Vice President  
TEL: 480.718.2361 | rharper@helmsbriscoe.com

# SPEAKERS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## Rick McConnell

### Chairman

Society of Independent Show Organizers and president of Hanley Wood Exhibitions



Rick McConnell is President of Dallas-based Hanley Wood Exhibitions, the trade show platform for Hanley Wood, LLC, one of the 10 largest business-to-business media companies in the United States.

Named President in July 2009, McConnell is responsible for managing and growing the company's exhibition activities, which are concentrated in the building and construction industry. Hanley Wood Exhibitions produces/manages 14 tradeshows, four of which are on the 2013 TSNN Top 250 Trade Show List.

McConnell has more than 26-years experience in the tradeshow management industry and began his career at Hanley Wood in 2001 as Show Director.

Prior to Hanley Wood, McConnell held 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 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 is on the Board of the Society of Independent Show Organizers [SISO] and frequently speaks at events and seminars.

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

*Cleveland Rocks!*

And so do all the  
TSNN Award Nominees

We are excited to be  
a part of the celebration

*Congratulations to the winners!*

**epic**<sup>®</sup>

Your registration boutique.

www.epicreg.com  
980-233-3788

*Congratulations*  
**TSNN AWARDS**  
*Winners*

CDS is proud to be your event partner. For nearly 30 years, we've provided you with the most creative solutions for registration, event marketing and lead management to ensure the success of your event.



800-548-9299  
107 WATERHOUSE ROAD  
BOURNE, MA 02532  
WWW.CDSREG.COM



# SPEAKERS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## Jonathan "Skip" Cox

Chair of International Association of Exhibitions & Events and CEO of Exhibit Surveys



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 Chairperson of the board of the International Association for Exhibitions and Events (IAEE) for 2014 and serves on the board of the Center for Exhibition Industry Research (CEIR). In the past he 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.

# My *experient*<sup>™</sup> was incredible!



Jim Wulfekuhle  
VP Sales & Marketing  
International Woodworking Fair



*Why would I want to use the same provider for both registration and housing? This is what I asked myself when Experient suggested there'd be benefits to unifying the two. They've never steered me wrong before. So I agreed to give it a shot.*

This year International Woodworking Fair unified registration and housing with Experient and saw our attendance grow by more than 1,000. That was great. But we also saw an increase in room nights of over 20%...now that was incredible!



To unify with Experient, visit [experient-inc.com](http://experient-inc.com) and email **Jeff Fugate** at [jeff.fugate@experient-inc.com](mailto:jeff.fugate@experient-inc.com).



**PERFECTING THE EVENT EXPERIENCE**



registration | housing | event planning and management | site selection and contract negotiation  
mobile event platform | lead retrieval | marketing

# SPEAKERS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## Brian Casey

**President and CEO**

**Center for Exhibition Industry Research (CEIR)**

Brian Casey joined CEIR as President & CEO on 1 December 2013. Currently, he

is responsible for leading and overseeing all research, new product development, fund raising and the continuation of enterprise activities such as the Predict Conference.

Casey joined CEIR with over 34 years experience in the trade show and meetings industry, including serving as Vice President & General Manager for pre-construction and opening of Cleveland's new Convention Center and Global Center for Health Innovations, President and CEO of the High Point Market Authority, owner of his own exhibition management company, Executive Vice President at Smith Bucklin responsible for an 80-person division that managed 40 shows and hundreds of meetings, as well as Managing Director of Trade Shows for the International Housewares Exposition which at the time was the sixth-largest exhibition in the U.S.



## Wendy Holliday

**VCC Vice President**

**Attendee Acquisition and Experience**

Wendy Holliday joined VCC in 2013 as Vice President, Attendee Acquisition and Experience. A

seasoned association professional, Wendy has spent over 20 years in events bringing a strategic approach to sponsorships, inclusion of volunteers, membership marketing, and increasing attendee acquisition.

For the past seven years, Wendy has served as the Vice President, Marketing and Member Services for the National Association of College Stores where she drove the marketing and sponsorship plans for CAMEX, a top 150 show.

In 2011 NACS was named one of the fastest growing tradeshow in the country, by Trade Show Network News. Prior to joining NACS, she was responsible for Special Projects and Strategic Partnerships for Certified Angus Beef including CAB sponsorship activities at the Winter Olympics in Salt Lake City, Utah.



# CORE-apps

## EVENT TECHNOLOGY TO THE CORE

### Congratulations to the 2014 TSNN Award Winners.

We're proud to the core that our technology powers many of these extraordinary events.

Core-apps' suite of comprehensive tools can enhance every aspect of your event experience. That's why Core-apps is the leader in innovative event technology solutions for the event and association industry. **Make Core-apps your one source for all of your technology needs — before, during, and after the show.**

443.424.CORE (2673) | [www.core-apps.com](http://www.core-apps.com)

Event Management Software

Event Analytics and Location Services

Mobile Apps

Wayfinding

## Donna Kastner

**Vice President**

**Expo/Sponsor Sales & Activation at Velvet Chainsaw Consulting**

Donna serves as Vice President, Expo/Sponsor Sales & Activation

at Velvet Chainsaw Consulting, helping conference and trade show organizers improve revenue performance, often through targeted attendance acquisition strategies, innovative sponsorships, and tech-enabled solutions. She's also a contributing writer for the Cvent Event Planning blog, where her specialty is Meetings Innovation.

Donna's a frequent speaker at industry events, including PCMA's Convening Leaders, the ASAE Annual Meeting & Expo, and IAEE's Expo! Expo! Prior to joining Velvet Chainsaw Consulting, Donna served as Director, Learning & Development at Experient.



# SPEAKERS

TSNN  
★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## Joe Pulizzi

**Founder**

**Content Marketing Institute**

Joe Pulizzi is founder of Content Marketing Institute, the leading education and training organization for content marketing, which includes the largest in-person content marketing event in the world, Content Marketing World. Joe's third book, *Epic Content Marketing: How to Tell a Different Story, Break through the Clutter, and Win More Customers by Marketing Less* was named one of "Five Must Read Business Books of 2013" by Fortune Magazine. You can find Joe on Twitter [@JoePulizzi](#). If you ever see Joe in person, he'll be wearing orange.



## Rachel Wimberly

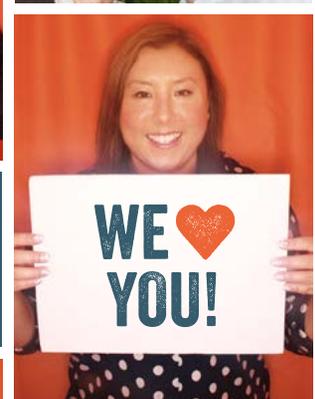
**President  
& Editor-in-Chief**

**Trade Show News Network**

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



CONGRATS TO THE TSNN  
AWARD WINNERS!



*#weheartevents*

WWW.ASP.COM



# SESSIONS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## Joe Pulizzi,

Founder of Content Marketing Institute



**9:00 AM - 9:15 AM**

### Introduction

**9:15 AM - 10:15 AM**

### From Event to Content Machine

#### **SPEAKER:**

**Joe Pulizzi**, Founder, Content Marketing Institute

Joe Pulizzi, Founder of Content Marketing World, will go "behind the scenes" as to how CMW created the largest industry event with a content first approach. Joe will discuss the business model behind the practice, how to engage in social media, and how subscribers are key to event performance.

**Where:** Junior Ballroom bottom floor of Global Center for Health Innovation.

**10:15 AM - 11:15 AM**

### State of the Trade Show Industry

#### **SPEAKERS:**

**Skip Cox**, chair of International Association of Exhibitions & Events; **Rick McConnell**, chair of Society of Independent Show Organizers; and **Brian Casey**, president and CEO of Center of Exhibition Industry Research.

Moderated by TSNN President Rachel Wimberly, the annual TSNN Awards' State of the Industry panel will give attendees the opportunity to hear from trade show association leaders on what's some of the hot topics right now. Whether it's exclusives in San Diego, labor in Philadelphia or the overall economy and how it's impacting our industry, these leaders will give invaluable insights.

**11:15 AM - 11:30 AM**

### Break



mYS<sup>SM</sup>

**EVENT  
MANAGEMENT  
SOLUTIONS**

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

[sales@mapyourshow.com](mailto:sales@mapyourshow.com)

888.527.8822

# SESSIONS

TSNN  
★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

**11:30 AM - 12:30 AM**

## Creating Sponsorships That Matter

### **SPEAKERS:**

**Wendy Holliday**, Vice President, Attendee Acquisition, Velvet Chainsaw Consulting; **Donna Kastner**, Vice President, Expo/Sponsor Sales & Activation at Velvet Chainsaw Consulting

## Sponsorship - From Ineffective Promotional Logos to Attendee Matting

As digital technologies advance, chances are your industry partners will require less square footage to show off their products and services. Your challenge is to convert or grow those dollars into sponsorship opportunities that are appreciated by your attendees and grow your revenue line.

## Learning Outcomes

- Gain insights for aligning your sponsorship menu with attendee matting.
- Explore sales strategies for growing sponsorship contribution.

**12:30 PM - 1:30 PM**

## Lunch at the Cleveland Convention Center

**1:30 PM - 2:30 PM**

## Keynote

*\*Trolley will take attendees back to the Renaissance. Westin also upon weather demand.*

## Len Komoroski

**Chief Executive Officer**  
Cavaliers/Quicken Loans  
Arena



Len Komoroski is Chief Executive Officer of the Cleveland Cavaliers and Quicken Loans Arena organization. The organization includes the Lake Erie Monsters (AHL), Cleveland Gladiators (AFL), and Canton Charge (NBADL). In addition, he oversees all business operations and business-related endeavors for Cavs majority owner Dan Gilbert's family of sports and entertainment interests in Ohio. He is also a principal in Rock Gaming, which operates Horseshoe Casino Cleveland.

With more than 30 years of experience in pro sports and entertainment, Komoroski's leadership has helped set a solid business foundation from which the Cleveland Cavaliers, Lake Erie Monsters, Cleveland Gladiators, Canton Charge and Quicken Loans Arena have flourished into one of the most successfully operated sports and entertainment organizations in the country.

# ABOVE & BEYOND

CONGRATULATIONS TO THE 2014 TSNN AWARD HONOREES.

WE SHARE YOUR PASSION FOR GROWTH AND INNOVATION AND APPLAUD  
YOUR TRADE SHOW EXCELLENCE.

WE ARE PROUD TO BE A  
SPONSOR OF THE TSNN EXCELLENCE AWARDS.

**F R E E M A N**  
INNOVATION DEDICATED TO YOUR BRAND

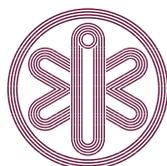


# Imagine the Possibilities!



Over One Million Reasons to Grow your Show...  
Here are Four to get Started:

- SPACE** 1.2 Million Square Feet of Flexible Space
- SERVICES** One Stop Source for All Event Production Requirements
- EXPERIENCE** Portfolio of Eight Self-Produced Events
- LOCATION** 2,500+ Hotel Rooms in a 3 Mile Radius with FREE Transportation



**I-X CENTER**  
CLEVELAND, OHIO  
[WWW.IXCENTER.COM](http://WWW.IXCENTER.COM)



SPONSOR

Call 216.265.2673 or email [sales@ixcenter.com](mailto:sales@ixcenter.com) for more information.

TRADE SHOWS | CONVENTIONS | CONFERENCES | INNOVATIVE EXPOSITIONS

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

# 2014 TSNN AWARD CATEGORIES

Celebrating Trade Show Excellence, Saturday Night Gala

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

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 Betsy Kling, Chief Meteorologist at #WKYC Channel 3.**

## Categories for the 2014 TSNN Awards:

### Fastest-Growing Net Square Footage Shows

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

### Fastest-Growing Attendance

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

### 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 TSNN Awards Student Scholarship for \$5,000 sponsored by the Reno-Sparks Convention & Visitors Authority.

### "Best of Show" Award

The 4th Annual TSNN "Best of Show" award nominees represent a wide range of industries from marketing to car innovators.

#### Below are the five nominees:

- ★ Abilities Expo
- ★ NADA 2014 Annual Convention & Expo
- ★ NY International Carpet Show
- ★ Response Expo
- ★ SHOT Show

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

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## Industry Icon Award - Karen Malone, HIMSS Vice President of Meeting Services



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.

Trade Show News Network will celebrate Karen Malone, vice president of meeting services for the Healthcare Information and Management Systems Society, as the TSNN Industry Icon Award honoree at the 5th annual TSNN Awards Nov. 14-16 in Cleveland, Ohio. Malone has more than 30 years of meetings industry experience and has been with HIMSS since 1997.

She oversees a staff of 18 in logistics, exhibits and sales activities, including oversight for the planning of HIMSS Annual Conference & Exhibition, a \$34 million event that is No. 34 on the 2013 TSNN Top 250 trade show list.

"I am incredibly humbled and honored to be the recipient of this wonderful award," Malone said. "It is especially gratifying to be acknowledged for working in an industry I truly have a passion for. I am blessed to work for an amazing organization whose culture and leadership values instill entrepreneurialism and innovation, which has shaped the person I am today."

Rachel Wimberly, TSNN president and editor-in-chief, said, "We are thrilled to honor Karen at this year's awards. Her passion, hard work and commitment to the industry are exemplary, and we look forward to celebrating her achievements."

Malone will be feted, along with 50 fast-growing shows and five Show Manager of the Year award winners, during a three-day weekend that will feature an opening night party at the Cleveland Browns private club, followed by a Saturday conference and awards gala at the Cleveland Convention Center and ending with a Sunday brunch at the International Exposition Center's Fabulous Food Show.

## WELCOME TO CLEVELAND

Introducing the new SMG-managed state-of-the-art Cleveland Convention Center in the region's most walkable city.

More than 315,000 square feet of total event space indoors under a 12.5-acre green roof perfect for creative outdoor events.  
[ClevelandConventions.com](http://ClevelandConventions.com)



# THE EXPO GROUP'S 2014 SMOTY AWARD WINNERS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO



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.

Each of the honorees will be presented the iconic SMOTY obelisk trophy at the 2014 TSNN Awards gala celebrating trade show excellence. In addition, a donation will be made to the charity of their choice, continuing a tradition that has resulted in more than \$75,000 given to various charitable organizations in honor of SMOTY winners.

Here are the 2014 SMOTY honorees:

## Tier I, 150 booths or less:



### Katie Herritage

**CMM, CMP, CSEP**

**Amazon Web Services**

Katie Herritage, CMM, CMP, CSEP is a nationally recognized events professional who utilizes strategic meeting management practices to ensure successful events and deliver tangible results. Herritage holds a Bachelor of Arts degree in English from the University of South Carolina and a Master of Arts Degree in Communication and Leadership from Gonzaga University. In addition to her formal education, Herritage holds the designations of Certified Meeting Manager, Certified Meeting Professional, and Certified Special Events Professional. Over the past decade Herritage has crafted meetings, conference, and special events for MassMutual Insurance Companies and Amazon Web Services, as well as

**a2zInc**

The most **Powerful** is now also the most **Beautiful**

Introducing Version 14 of a2zShow Exposition & Conference Management and Marketing Solution



#### Event Map

Quick rendering Interactive Event Map enables audiences to search and plan in real-time across any browser or device.

#### Event Website

Stunning event websites that leverage Bootstrap themes to deliver a consistent user experience to audiences.

#### Dashboards

Slick dashboards for quickly reviewing key performance indicators for your events.

#### Responsive & Adaptive

An integrated end-to-end solution that adapts and responds to the event admin's and participants' needs while on the go.

#### Galleries

Rich exhibitor product and video galleries that capture buyers' attention.

**Travel Planners  
and onPeak are  
now part of GES**

Visit [onpeak.com](http://onpeak.com) to explore our event housing possibilities!

**ONPEAK** | **GES**  
GES GLOBAL NETWORK

# SMOTY AWARD WINNERS

TSNN  
★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

the US Federal Government, including the Department of Defense, the General Services Administration, and The White House. Herritage's contributions to the industry include professional speaking and numerous published articles. She recently was awarded the Amazon Web Services Most Valuable Amazonian Award.

**Charity: Wounded Warrior**

## Tier II, 151-300 booths:



### **Katie Stern**

**UBM Tech**

Katie Stern is the Event Director for the Electronics portfolio of events at UBM, including DesignCon, ESC (Embedded Systems Conference) and the newly launched Designers of Things. She is

responsible for overseeing the strategy, profitability and successful execution of the events. Prior to assuming this position, she served as the Conference Manager and Content Program Manager for both DesignCon and DESIGN East (formerly ESC Boston). She has been in the events industry for over 10 years, working for organizations such as PR University/Bulldog Reporter, Embassy Suites, MusicFest Orlando/Contest of Champions, Gaylord Palms Resort & Convention Center, Walt Disney World® and University of Oregon. Stern holds a BSBA from Nova Southeastern University and a MS in Hospitality and Tourism, specializing in Events and Conventions from Rosen College of Hospitality Management at the University of Central Florida. She is passionate about developing the next generation of event professionals and advancing the dialogue around women in technical fields.

**Charity: University of Central Florida – Rosen College of Hospitality Management**

## Tier III, 301-700 booths:



### **David Grindle**

**United States Institute for Theatre Technology**

David Grindle is Executive Director of The United States Institute for Theatre Technology (USITT), where

he is moving the organization forward by evaluating and improving existing programs and developing new initiatives. He was named USITT's Executive Director in 2010 and since then the organization's Annual Conference & Stage Expo has grown exponentially. USITT's programmatic growth under his leadership has gone from two events annually to more than 20. Not only has revenue increased at the Stage Expo, but attendee and exhibitor value responses as well. Grindle has been invited to speak at events in the People's Republic of China, the United Kingdom, and the Czech Republic. He has authored articles on performing arts design & technology nationwide and abroad. He is a professional stage manager and has stage managed operas from Atlanta to Alaska. He was a faculty member at Indiana University's Department of Theatre & Drama where he developed the stage management curriculum. He received his B.A. from Berry College in Georgia and his M.A. from the Indiana University School of Music.

**Charity Split: United States Institute for Theatre Technology and Syracuse Vocal Ensemble**



## MAKE IT AN **EVENT** TO REMEMBER

- Convenient to downtown and the airport
- Marriott's signature service in the heart of Cleveland

TO BOOK YOUR EVENT OR FOR MORE INFORMATION, CALL 216.696.9200 OR VISIT [CLEVELANDMARRIOTTDOWNTOWN.COM](http://CLEVELANDMARRIOTTDOWNTOWN.COM)

  
MARRIOTT  
CLEVELAND DOWNTOWN  
KEY CENTER



# SMOTY AWARD WINNERS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

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



### Jeffrey T. Ley

#### United States Geospatial Intelligence Foundation

Jeffrey T. Ley is the Vice President of Business Development and Exhibitions at the United States Geospatial Intelligence Foundation (USGIF). He received his BS in Economics from George Mason University in 1997. Shortly after completing college he began working at a small international marketing firm where he organized a variety of events in multiple industries all over the world to include large events for the Association of the US Army (AUSA). Following his time with AUSA, Ley began working for Production Group International (PGI), a full service event and production agency. He held a variety of positions within the organization and after 8 years left to assist in the launching of USGIF, a not-for-profit 501(c)(3) educational foundation in 2005. **Charity: Wounded Warrior**

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



### Susan Newman

#### National Retail Federation

Susan Newman is senior vice president, conferences at the National Retail Federation. Newman is a member of NRF's executive staff, responsible for the execution of NRF's strategic mission. In this role, Newman oversees the conference team and the marketing department. Her NRF and Shop.org events portfolio includes more than 15 events per year ranging from small meetings, summits and conferences to NRF's Annual Convention which brings together more than 25,000 retail professionals each January. She joined NRF as vice president, conferences in 2003 and has more than 20 years of tradeshow and conference experience including 3 years at PBI Media (now Access Intelligence) and 10 years at E.J. Krause & Associates.

**Charity Split: So Others May Eat and Susan G. Komen**

## THE WESTIN

CLEVELAND  
DOWNTOWN

The Westin Cleveland Downtown is honored to welcome Trade Show News Network to Cleveland

After a \$70 million dollar transformation, The Westin Cleveland Downtown is the most sophisticated of Cleveland hotels. This Cleveland hotel is conveniently located within close proximity to the Cleveland Convention Center, the Cleveland Cavaliers' Quicken, the Rock and Roll Hall of Fame, Cleveland Indians' Progressive Field, and Cleveland Browns' FirstEnergy Stadium. Two blocks from Lake Erie's waterfront, this downtown Cleveland hotel is approximately 20 minutes from Cleveland Hopkins Airport.

The hotel has been fully transformed including all 484 guest rooms featuring the Westin Heavenly® bed, 20,000 square feet of meeting space and Cleveland's newest restaurant - Urban Farmer. All guest rooms include a sectional sofa, an ergonomic work space and high-speed wireless Internet; many featuring sweeping views of Lake Erie. Stay fit on the road with the 3,000 sq. ft. WestinWORKOUT® Fitness Studio- Cleveland's largest hotel fitness center.

Visit: [www.westincleveland.com](http://www.westincleveland.com) Call: The Sales Department: 216-771-7700777 St. Clair Avenue, Cleveland, OHIO 44114



LOCATED IN THE HEART OF DOWNTOWN  
ON CLEVELAND'S FAMOUS PUBLIC SQUARE.

All-new REN Meetings Experts,  
where events are managed from  
the palm of your hand.

FOR MORE INFORMATION OR TO  
BOOK YOUR NEXT EVENT, VISIT  
[RENAISSANCECLEVELAND.COM](http://RENAISSANCECLEVELAND.COM)  
OR CALL 216-696-5600.

**R**  
RENAISSANCE®  
CLEVELAND HOTEL

© 2014 Renaissance Holdings, Inc.

# TSNN AWARDS SCHOLARSHIP

\$5,000 Student Scholarship Awardee

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO



## Shauna H. Clark

**Student Scholarship  
awardee**

Trade Show News Network is pleased to announce that the 2nd annual TSNN Awards \$5,000 Student Scholarship awardee is Shauna H.

Clark, a student pursuing event management at the University of Central Florida's Rosen College of Hospitality.

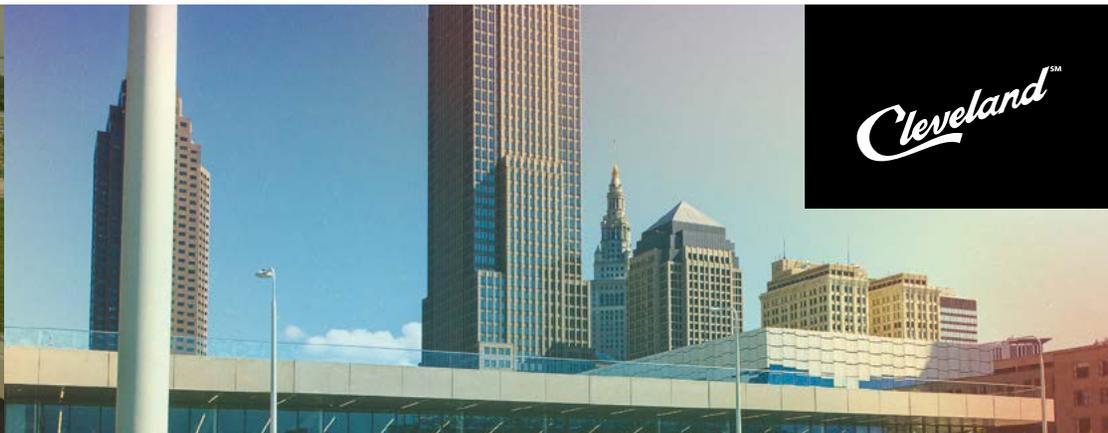
The scholarship is sponsored by the Reno-Sparks Convention & Visitors Authority (Reno Tahoe USA), and Clark will receive the funds and be feted during the celebration gala dinner at the 5th Annual TSNN Awards Nov. 14-16 in Cleveland, Ohio.

"I am so grateful and honored to have been selected as the second ever recipient of this generous award," said Shauna Clark. She added, "Event planning is my passion, and trade shows are my focus. I am beyond thrilled to have the opportunity to network with the top talent this industry has

to offer, and I know that it will be instrumental to my success in this exciting field." Clark has a very clear path into the trade show industry. Besides her studies, she also works as an assistant show coordinator at TT Publications, which produces shows and conferences for the towing and recovery industry. "Shauna's dream is work in the trade show industry, and she is getting great experience while still in school," said Professor Deborah Breiter, Tourism, Events, and Attractions at the Rosen College of Hospitality Management.

She added, "She has excelled both in and out of the classroom. We are all very proud of her accomplishments and this great honor. The Reno-Sparks Convention & Visitors Authority has committed to sponsoring the TSNN Awards \$5,000 scholarship through 2015. The Reno-Sparks Convention & Visitors Authority is proud and honored to once again team up with Trade Show News Network to present the second TSNN college scholarship fund," said John Leinen, RSCVA's vice president of convention and tourism sales.

Next year's scholarship application process will open in early May.



*Cleveland™*

Is it the fresh paint and carpets?  
Or maybe the army of food trucks  
parked outside? It might be the  
freshly cut grass on the roof. (Yes.  
The roof.) So take a deep breath.  
There's a new Cleveland in the air.

[clevelandconventions.com](http://clevelandconventions.com)

#ThisisCLE

# IT'S GOT THAT NEW CONVENTION CENTER SMELL.



Managed by 



## SUNDAY BRUNCH - MICHAEL SYMON

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

Celebrity Chef Michael Symon will be a featured guest at brunch Sunday morning at the International I-X Center during the Fabulous Food Show. He will also meet & greet with guests and participate in a brief audience Q&A session.



Chef Michael Symon cooks with soul. Growing up in a Greek and Sicilian family, the Cleveland native creates boldly flavored, deeply satisfying dishes at his four restaurants in America's heartland: Lola, Lolita, Roast and B Spot. He also shares his exuberant, approachable

cooking style and infectious laugh with viewers as an Iron Chef on the Food Network.

Since being named a Best New Chef by Food & Wine magazine in 1998, Michael and his restaurants have been awarded numerous honors: In 2010, he was the first chef ever to host the annual Farm Aid benefit concert; Bon Appetit magazine included B Spot on their list of "Top 10 Best New Burger Joints";

and B Spot's Fat Doug burger won the People's Choice Award at the SoBe Wine & Food Festival. In 2009, Michael earned The James Beard Foundation Award for Best Chef Great Lakes and the Detroit Free Press named Roast "Restaurant of the Year." In 2000, Gourmet magazine chose Lola as one of "America's Best Restaurants."

In 2010, Michael appeared on four Food Network/Cooking Channel shows, hosting Food Feuds and Cook Like an Iron Chef, judging season three of The Next Iron Chef and competing on Iron Chef America. Michael won season 1 of The Next Iron Chef in 2008, earning him a permanent spot on the panel of esteemed Iron Chefs. He made his debut on the network in 1998 with appearances on Sara's Secrets with Sara Moulton, Ready, Set, Cook and Food Nation with Bobby Flay, before being tapped to host more than 100 episodes of The Melting Pot.

*Levy Restaurants*

# Welcomes TSNN Award Winners and Attendees

*Levy Restaurants* proudly serving at:

- America's Center, St. Louis, MO
- Austin Convention Center and Palmer Events Center, Austin, TX
- Boston Convention and Exposition Center, Boston, MA
- Century Link Center, Omaha, NE
- Dallas Market Center, Dallas, TX
- David L. Lawrence Center, Pittsburgh, PA
- Georgia World Congress Center, Atlanta, GA
- Hawaii Convention Center, Honolulu, HI
- John B. Hynes Veteran's Memorial Convention Center, Boston, MA
- Los Angeles Convention Center, Los Angeles, CA
- Reno Convention Center, Reno, NV
- The Classic Center, Athens, GA
- Wisconsin Center District, Milwaukee, WI

# SPONSORS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## THANK YOU

The Trade Show News Network sponsors would like to send a special thank you to keynote speaker, Len Komoroski, CEO of the Cleveland Cavaliers and Quicken Loans Arena, and awards gala emcee, Betsy Kling, chief meteorologist at WKYC, for donating their time to create a memorable experience at the 5th Annual TSNN Awards.



TSNN is pleased and proud to have the support of the following generous sponsors for the TSNN Awards: Celebrating Trade Show Excellence 2014.

### FOUNDING SPONSOR: THE EXPO GROUP

THE  
EXPO  
GROUP

It's time to RETHINK.

With an innovative company like The Expo Group you can experience a new way of doing business and put new life into your show. Create fascinating experiences for your attendees and exhibitors!

Our creative design prowess, innovative technology tools and empowered, passionate employees make your life easier and help you keep up with the accelerated pace of our ever-changing world. We offer technology and service solutions for your new-world challenges including attendee marketing, social media integration and 365-day branding. Imagine the difference with The Expo Group looking out for your interests.

Contact us quickly and RETHINK your show!

**Call:** 972.580.9000

**Go:** [www.theexpogroup.com](http://www.theexpogroup.com)

**Email:** [ddoody@theexpogroup.com](mailto:ddoody@theexpogroup.com)

**Learn:** [theexpogroup.com/blog](http://theexpogroup.com/blog)

**Watch:** [youtube.com/theexpogroup](http://youtube.com/theexpogroup)

**Like:** [facebook.com/theexpogroup](http://facebook.com/theexpogroup)

**Tweet:** [twitter.com/theexpogroup](http://twitter.com/theexpogroup)

**Connect:** [bit.ly/theexpogroupLinkedIn](http://bit.ly/theexpogroupLinkedIn)

**Visit:** The Expo Group, 5931 W. Campus Circle Drive, Irving, Texas 75063

EXPOCAD®

+1 630.896.2281  
[www.expocad.com](http://www.expocad.com)

WE'RE WITH YOU ALL THE WAY



desktop

contractor

FX

web

community

CRM

areaGraph

spacedraw services

mobile

# SPONSORS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## CITY SPONSOR: CLEVELAND



The vibrant lakeside city of Cleveland is an eclectic mix of nationally recognized chefs, an incredible live music scene, more than 30,000 acres of parkland, major attractions like the Rock and Roll Hall of Fame, world-renowned arts & cultural institutions and the nation's second-largest performing arts district. More than \$3 billion in tourism-related development has brought a new convention center, the Horseshoe Cleveland Casino, the Greater Cleveland Aquarium, hotels and more. Learn more at [www.thisiscleveland.com](http://www.thisiscleveland.com).

**Michael Burns,**  
Senior Vice President of Convention Sales & Services  
Phone: 216-875-6615  
Email: [mburns@positivelycleveland.com](mailto:mburns@positivelycleveland.com)  
Twitter: @TheCLE ThisisCLE Facebook: [www.facebook.com/ThisisCleveland](http://www.facebook.com/ThisisCleveland) Instagram: [instagram.com/ThisisCLE](http://instagram.com/ThisisCLE)

## VENUE SPONSORS



**I-X CENTER**  
CLEVELAND, OHIO  
[WWW.IXCENTER.COM](http://WWW.IXCENTER.COM)

Imagine the Possibilities! The I-X Center in Cleveland is the 9th largest convention center in North America, with over 1-million sq. ft. of contiguous primary exhibit space all on the same level. This flexible space is designed to provide unlimited creative options for your next event.

**Travis Poppell, I-X Center/Director of Sales**  
Direct Phone: 216.265 2612 Cell Phone: 352-702-1515  
Email: [tpoppell@ixcenter.com](mailto:tpoppell@ixcenter.com) [www.ixcenter.com](http://www.ixcenter.com)



Located adjacent to the Global Center for Health Innovation, the LEED Gold-certified Cleveland Convention Center includes 225,000 gross square feet of Class A exhibit space divisible into three exhibition halls, 35 meeting rooms, a 12.5-acre green roof, expansive truck loading dock, one of the nation's Top 5 technology packages, and a 32,000 square foot column free ballroom with spectacular views of Cleveland's lakefront.

**Mark Leahy, General Manager**  
216.920.1440, [mleahy@clevelandconventions.com](mailto:mleahy@clevelandconventions.com)  
Cleveland Convention Center 1 St. Clair Avenue NE  
Cleveland, OH 44114, [www.clevelandconventions.com](http://www.clevelandconventions.com)



The Global Center for Health Innovation, located in downtown Cleveland, is the only facility in the world that displays the future of health and healthcare presented on four themed floors. The Global Center serves health and health care innovation, technology, education, and commerce through state-of-the-art spaces, programs

**Mark Leahy, General Manager**  
216.920.1440, [mleahy@clevelandconventions.com](mailto:mleahy@clevelandconventions.com)  
Cleveland Convention Center 1 St. Clair Avenue NE  
Cleveland, OH 44114, [www.clevelandconventions.com](http://www.clevelandconventions.com)



The Club at Key Center is located in the heart of Cleveland's Civic Center, attached to the Marriott Hotel, and adjacent to The Cleveland Convention Center and the Global Center for Health Innovation. The Club offers a unique venue for meetings, receptions and dinners for up to 200 guests that includes spectacular views of Lake Erie, Memorial Fountain, and the Rock & Roll Hall of Fame and Museum.

We look forward to welcoming you to The Club Friday evening!

**John J O'Brien, General Manager**  
216.241.1272 [john.o'brien@clubcorp.com](mailto:john.o'brien@clubcorp.com)  
127 Public Square Cleveland, OH 44114



# SPONSORS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## PRESENTING SPONSORS



We deliver events solutions that align with our customers' needs through simple and easy-to-use technology solutions, complimented by the highest levels of customer support.

Wyndham Jade is an event and travel company specializing in convention housing and registration, meeting management, incentive programs, site selection and business travel. Our advanced technology solutions, backed by superior customer service from our seasoned team, power our services. From Wyndham Jade, our clients can expect:

- ★ Integrated housing and registration, powered by ONEsystem+ our proprietary cloud-based platform that adapts to fit the changing business requirements of our clients

- ★ Maximum in-the-block bookings and increased event attendance driven by our mobile-friendly housing, RoomLogic™, and registration, Reg5™ platforms
- ★ Real-time dashboard analytics that support decision making
- ★ Creative and memorable incentive programs that reward and retain top customers and employees while stretching your budget and valuable time
- ★ Professional event and meeting management for any size group
- ★ Enhanced in-house meeting resources resulting from our site selection service where we leverage our buying power, industry partnerships and savvy negotiating skills to help you make the best buying decision – all at no cost to you
- ★ Control business travel costs while gaining benefits from our money-saving corporate discounts and loyalty programs

Sue Trizila, President, CEO, Wyndham Jade  
6100 W. Plano Pkwy., Ste. 3500, Plano, Texas 75093  
<http://www.wyndhamjade.com/> (972) 349 - 7300

**Travel Planners  
and onPeak are  
now part of GES**



Visit [onpeak.com](http://onpeak.com) to explore our event housing possibilities!

# SPONSORS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO



## CRM purpose-built for exhibitions & events

From consumer trade shows to professional association conventions and exhibitions, more and more show organizers trust Ungerboeck Software to run their shows from first phone call through final invoice – and everything in between. Only Ungerboeck Software offers CRM purpose-built for exhibitions and events to help sell booth space and sponsorships, create and manage floor plans, and complete invoicing – all from a single database so nothing slips through the cracks.

Our online, interactive Event Showcase lets attendees plan their show experience from PC, to tablet, to smartphones without missing a beat. With a complete audit-ready financial package, Ungerboeck Software lets you track event specific costs and income – even last minute changes made on the show floor – then issue accurate invoices, and seamlessly transfer data to any organizational accounting systems. Putting all event, exhibitor, sponsor, attendee, and financial information in one database means entering once and it's done. No one else takes your events from first phone call through final invoice.

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

**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**

P: 703-256-2248 E: [rob.hamlin@ungerboeck.com](mailto:rob.hamlin@ungerboeck.com)

## GOLD SPONSORS



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 it's 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**.

**Melissa Ooi, Executive Vice President,**

6705 S Eastern Ave Las Vegas NV 89119

Ph: 702 853 7718 E: [melissa.ooi@asp.com](mailto:melissa.ooi@asp.com)

Web: [www.asp.com](http://www.asp.com)



## 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



# SPONSORS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO



onPeak and Travel Planners have combined the best in event housing so you and your attendees can sleep better. Both companies are now a part of Global Experience Specialists(GES), a global, full-service provider for live events.

The new onPeak | GES provides premium housing services to approximately 60 percent of the top 250 U.S. events. As the exclusive distributor of housing services for an event, we leverage our scale and industry-leading technology to offer convenient and affordable hotel accommodations to event attendees and exhibitors. We manage the complexities of hotel booking administration before, during and after the event, including securing room blocks with local hotels, marketing those reserved blocks to event attendees and exhibitors, managing attendee and exhibitor reservations and addressing any housing concerns during the event. By working with us, event organizers can rest easy knowing that their exhibitors and attendees are in good hands.

Visit: [onpeak.com](http://onpeak.com)

Michael Howe, President: [michael.howe@onpeak.com](mailto:michael.howe@onpeak.com)

350 N Clark St, Ste 200 / Chicago, IL 60654



Map Your Show is a premiere provider of Exhibition Management Software. Our product suite includes multilingual floor plans w/agenda builders, booth sales modules with an integrated floor plan builder, directory maintenance applications, on-site product locator wayfinders, mobile sites, and printed map & directory products. In addition to obtaining best-in-class utilities and applications for your events, simply using our products could earn you revenue thanks to our unique pricing models. MYS excels at providing measurable value throughout the show experience. Our knowledgeable in-house account management and development teams are unequalled with over 100+ cumulative years of trade show and IT experience.

For more information or to schedule your personal demo, Contact: [sales@mapyourshow.com](mailto:sales@mapyourshow.com) or 888.527.8822  
[www.mapyourshow.com](http://www.mapyourshow.com)

## SILVER SPONSORS

# EXPOCAD®

EXPOCAD® is the professional's choice. Our suite of software products are used by the most elite show organizers and general service contractors in the world. They successfully create, manage and market their global events with an EXPOCAD® solution on platforms that range from the desktop to the internet to mobile devices.

Designed by professionals for professionals, our products are seamlessly integrated, dimensionally accurate and rich with revenue creating features. From the smallest table top show to the largest events on 3 continents, nearly \$1 billion dollars in space is managed by an EXPOCAD® solution annually. Our suite of products includes exclusively designed software for the general service contractor community to professional show organizers in the trade, corporate and consumer industries.

Visit: [www.expocad.com](http://www.expocad.com) WE'RE WITH YOU ALL THE WAY!  
EXPOCAD® by A.C.T. Inc. Susie Wilson, Director of Sales 69 S. LaSalle Street, Aurora, IL 60505  
E-mail: [Susie@expocad.com](mailto:Susie@expocad.com) Ph. 630.896.2281 x1082



Convention Data Services is the premiere full-service event registration provider in the tradeshow industry. For nearly 30 years, we have been providing registration, data management, lead retrieval and event marketing to the tradeshow industry, successfully serving the needs of businesses and non-profit associations worldwide. We're passionate about offering the most creative and innovative solutions to enhance our clients' events.

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



# SPONSORS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

and exhibitors which allows us to craft solutions that enhance your entire event cycle.

Our partnership approach encompasses your vendors, too. We integrate with all the top industry providers allowing you to choose the best products for your event and know that they will be seamlessly integrated with CDS registration and exhibitor services.

Our long-term client relationships are built on the highest level of quality service from our in-house web development and contact center to our marketing tools, data management and onsite teams.

CDS is an active member of IAEE, ASAE, SISO, CAEM, MPI, PCMA and Association Forum of Chicagoland.

**Contact: David Lawton, Executive Vice President, Sales & Marketing** 107 Waterhouse Road, Bourne, MA  
**02532 (508) 743-0155 [dlawton@cdsreg.com](mailto:dlawton@cdsreg.com)**



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.

Core-apps is now your one source for all of your event technology needs – before, during, and after the show.

**Contact: Jay Tokosch, CEO**  
**Direct: 410-974-0505 Cell: 443-618-7907 Fax: 443-430-2039**  
**E-mail: [jay@core-apps.com](mailto:jay@core-apps.com) Visit: <http://www.core-apps.com/>**



GES is a global, full-service provider for live events. Clients depend on our 3,000 passionate employees throughout the world for unparalleled service 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 creativity and innovation with the science of easy-to-use technology, strategy, and worldwide logistics. We continue to expand, most recently with in-house AV and comprehensive event housing services, to provide our clients with the convenience of one point of contact for all of their needs. There are two parts to every successful event: Art and Science. We combine them to create engagement. See what happens when it all comes together. Art and Science. GES and You.

**Visit: [ges.com](http://ges.com)**  
**Jeff Quade, Chief Sales Officer: [jquade@ges.com](mailto:jquade@ges.com)**  
**7000 Lindell Ave, Las Vegas, NV 89118**



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 tradeshows, conventions, exhibitions and corporate events.

For more information on HelmsBriscoe services for your next event, please contact:

**Richard Harper, Executive Vice President**  
**Email: [rharper@helmsbriscoe.com](mailto:rharper@helmsbriscoe.com) Phone: 480-718-2361**  
HelmsBriscoe 20875 North 90th Place, Scottsdale, AZ 85255.  
**[www.HelmsBriscoe.com](http://www.HelmsBriscoe.com)**



# SPONSORS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO



Since the mid 90's, EPIC has been dedicated to providing the very best registration services and lead retrieval technology to the meetings industry. As a boutique solutions provider, it is our goal to understand your unique needs and build a system to meet all requirements. We understand that your meetings are the lifeblood of your organization and we're here to help you achieve a truly hassle free registration experience; from start to finish.

EPIC will exceed your expectations every step of the way by supplying you with:

- ★ Registration you can trust.
- ★ A superior customer service team ready to work for you.
- ★ Creative solutions to facilitate attendee connections.
- ★ Innovative technologies that continue to strengthen the industry.

**Make sure you're getting the most from your registration partner!**

Learn more about EPIC.

**Meghan MacLeod, Account Executive**  
10900 Granite St. Charlotte, NC 28273

**P: 980-233-3788 E: [mmacleod@epicreg.com](mailto:mmacleod@epicreg.com)**

**W: <http://www.epicreg.com>**



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.

**For more information, visit [www.freemanco.com](http://www.freemanco.com).**

**Martin Moggre, Executive Vice President - CSO**  
P.O. Box 660613 Dallas, TX 75266

**P: (214) 445-1000 E: [martin.moggre@freemanco.com](mailto:martin.moggre@freemanco.com)**

**W: [www.freemanco.com](http://www.freemanco.com)**



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.

**Contact: [Wayne Crawford, VP of Sales](mailto:Wayne.Crawford@A2Zinc.net)**

**Direct: 443 393 2455 Mobile: 571 213 4921**

**Email: [wrcrawford@a2zinc.net](mailto:wrcrawford@a2zinc.net) Website: [www.a2zinc.net](http://www.a2zinc.net)**



IF WE MADE IT, **IT WOULD FIT.**



# THE ONLY CRM PURPOSE-BUILT FOR EVENTS



Standard CRM is built around accounts, contacts, opportunities, campaigns, dashboards and reporting. And while that seems like a lot, it's missing the event oriented things you need on a daily basis.

Only Ungerboeck Software includes all of the above, plus a comprehensive exhibitor record, event inventory, seamless connections to floor plans and booths, service orders, event transactions, customer history, and so much more. We've taken 25-years worth of best practices from event professionals from all over the world, and put it into our CRM and event management software to give you everything you need right out of the box. No costly and time consuming customization. No need for program interfaces that can break down.

Whether you're in the market for event management and CRM, or just CRM, you owe it to yourself to take look at the one software built specifically for your business. [ungerboeck.com](http://ungerboeck.com).

# SPONSORS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## MEDIA SPONSORS



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

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

We have spent the past 25 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)

# CONNECT CONVENE COLLABORATE CSR



We help you **CONNECT** with your audience. Let our team help with the details of how best to facilitate communication with your employees, members, supporters, award winners and more.

When you **CONVENE**, we are there to help. Whether the site is large or small, across town or across the country, we can assist with every detail that meets the needs of your group and your goals.

We will **COLLABORATE** with you as a trusted friend to offer the best possible audiovisual solutions based on your wishes, desires and budget.

We are **CSR, Colortone Staging & Rentals**, a nationally recognized, award-winning audiovisual staging company that is headquartered in Northern Ohio.

Preferred in-house supplier to:



[www.csrav.com](http://www.csrav.com) | 440-914-9500

Live Event Staging Solutions ■ Event Management ■ Audio Visual Technology and Equipment

# SPONSORS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

Indulge in the style of the Cleveland Marriott Downtown at Key Center breathtaking views from the 25-story hotel. With its central location in the city, getting to your favorite local attractions has never been easier. Located just minutes from the Quicken Loans Arena, Cleveland Convention Center, and the Cleveland Casino. With the time you will save in getting around to the city hot spots, you can take in the luxuries of the hotel that is rated 2 in Cleveland by Trip Advisor.com. Casual dining is also conveniently located within the hotel with contemporary American cuisine offered at David's Restaurant or relax and catch a game at Jake's Lounge. Let the experienced event staff take care of all the details for your next special occasion with the flexible meeting space of 18 function rooms.



**Abby Duffey, Destination Sales Executive (216) 256-6914**  
Cleveland Airport Marriott & Cleveland Marriott Key Center

Experience the sophistication of the Renaissance Cleveland Hotel. Nestled in the heart of downtown in Public Square, you can easily explore the city and many nearby attractions such as shopping the Avenue at Tower City Center and the Cleveland Museum of Art. Hosting an event at the hotel couldn't be more simple with the choice of 34 artfully designed meetings rooms, including the Grand Ballroom with balcony seating and stage. Event attendees will discover the enjoyment of REN Meetings with endless options of creative catering, expert staff, and customizable RLife Live events.



**Frank Mcgee | Director Of Sales**

Renaissance Cleveland Hotel, 24 Public Square  
Cleveland Ohio 44113-2222 t: **216.902.4015**

f: **216.696.3102** Renaissance Hotels. Live Life to Discover.

Visit: [renaissancecleveland.com](http://renaissancecleveland.com) [facebook.com/renclleveland](https://facebook.com/renclleveland)  
[twitter.com/renclleveland](https://twitter.com/renclleveland) [instagram.com/renclleveland](https://instagram.com/renclleveland)

# Grow your EVENT



**H+A INTERNATIONAL, INC.**

**+ 1.312.332.4650 Ext. 22**

**[www.h-a-intl.com](http://www.h-a-intl.com)**

we love what we do...



Photography & Video by:

The **PhotoGroup**

[thephotogroup.com](http://thephotogroup.com)



\* Shadow Dancers MDRT Conference Toronto

©2014 All rights reserved

# SPONSORS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

After a \$70 million dollar transformation, The Westin Cleveland Downtown is the most sophisticated of Cleveland hotels. This Cleveland hotel is conveniently located within close proximity to the Cleveland Convention Center, the Cleveland Cavaliers' Quicken, the Rock and Roll Hall of Fame, Cleveland Indians' Progressive Field, and Cleveland Browns' FirstEnergy Stadium. Two blocks from Lake Erie's waterfront, this downtown Cleveland hotel is approximately 20 minutes from Cleveland Hopkins Airport.

**THE WESTIN**  
CLEVELAND  
DOWNTOWN

The hotel has been fully transformed including all 484 guest rooms featuring the Westin Heavenly® bed, 20,000 square feet of meeting space and Cleveland's newest restaurant - Urban Farmer. All guest rooms include a sectional sofa, an ergonomic work space and high-speed wireless Internet; many featuring sweeping views of Lake Erie. Stay fit on the road with the 3,000 sq. ft. WestinWORKOUT® Fitness Studio - Cleveland's largest hotel fitness center.

Visit: [www.westincleveland.com](http://www.westincleveland.com)

Call: The Sales Department: 216-771-7700

777 St. Clair Avenue, Cleveland, OHIO 44114

*The Trade Show News Network sponsors would like to send another special thank you to awards gala emcee, Betsy Kling, chief meteorologist at WKYC, for donating her time to create a memorable experience at the 5th Annual TSNN Awards.*



All for One. One for All.

As a new era of Cleveland Cavaliers basketball launches, the landscape for the future of the team is filled with excitement and energy at unprecedented levels. On and off the court, Cavaliers majority owner Dan Gilbert and ownership group have made significant investments to provide the best experience, engagement and value to the most loyal, supportive and deserving fans in all of sports. The organization's commitment to bring an NBA Championship to



the fans and the city of Cleveland has never been stronger.

The Cavaliers will enter the 2014-15 season led by General Manager David Griffin, Head Coach David Blatt and a roster that features two-time NBA Champion, multiple season All-Star and NBA MVP LeBron James, current NBA All-Stars Kyrie Irving and Kevin Love, as well as Anderson Varejao, who is more affectionately known as the "Wild Thing" for his all-out hustle and determination. With an exciting young core and championship tested veterans Shawn Marion and Mike Miller, the Cavs have the necessary talent and experience to contend for a championship. Add in young NBA standouts Dion Waiters, Tristan Thompson and Matthew Dellavedova to the mix, along with former NBA Champion free agent acquisitions Brendan Haywood and James Jones, plus promising 2014 rookie Joe Harris, the team is positioned for sustained success for many years to come.

The Cavs play their home games at Quicken Loans Arena – aka The Q – the NBA's third-largest arena known for its electrifying and award-winning game presentation. Debuting this season will be a cutting-edge 3D on-court video projection system to deliver a new level of 'wow' for player intros and breaks in play, as well as the largest center-hung screen in an NBA arena. The 5,550 square feet of multi-panel display space will feature unique curved screens to provide optimal viewing angles from every seat. For more information about the Cavaliers, visit [Cavs.com](http://Cavs.com).

The Cavaliers organization is responsible for all management and operations of the Cavaliers' home venue, Quicken Loans Arena and the team's state-of-the-art player development center, Cleveland Clinic Courts, which opened in the fall of 2007. Under Dan Gilbert's ownership, the Cavaliers family now include the American Hockey League (AHL) Lake Erie Monsters, the Arena Football League (AFL) Cleveland Gladiators and the NBA Development League Canton Charge; in addition to Veritix (with its Flash Seats technology), the exclusive primary and secondary market ticket provider for all Quicken Loans Arena events.

Follow on Twitter ([@Cavs](https://twitter.com/Cavs)), Instagram ([@Cavs](https://www.instagram.com/Cavs)) and Facebook ([facebook.com/Cavs](https://www.facebook.com/Cavs))



# SPONSORS

TSNN

★ awards ★

NOV 14-16, 2014 • CLEVELAND, OHIO

## Cleveland Technology Sponsor

Colortone Staging & Rentals (CSR) is an award-winning, nationally recognized event technology company.

Headquartered in Cleveland, Ohio, CSR offers a wide and varied inventory of audiovisual equipment and a skilled and experienced technical team that can assist with any need in any location. The CSR team can assist you with amplifying the voices that educate and entertain your attendees, bringing your presenters closer to your audiences with image magnification video and utilizing and state-of-the-art projection solutions, using conventional and intelligent lighting solutions to set the mood and creating a stage presence to befit the message and expectation of your audience.

In our 20-year history, we have educated and entertained corporate employees and association members, celebrated, rewarded and honored attendees at award ceremonies, raised awareness and funds at gala celebrations and more. Our team has traveled across town, across the country and across the ocean to be of service to our clients. Also, as the preferred audiovisual provider to the Cleveland Convention Center, our on-site team is there to assist your needs.

To learn more and see some examples of our work, please visit our website at [www.csrav.com](http://www.csrav.com) or call 440-914-9500.



## Transportation Sponsor

Remember the way it used to be when people were happy and pleasant and provided great service? Lolly the Trolley still does! As Cleveland's landmark transportation and tour company since 1985, Trolley Tours makes event planning easier and more fun. Our fleet of bright red trolleys and our courteous and knowledgeable staff make every event run smoothly. Think about us for:

- Shuttles to Meetings and Event venues
- Dine Around Shuttles to Cleveland's trendy restaurant areas
- Shuttles between hotels and the Convention Center
- City Sightseeing Tours for individuals and groups
- Spouse Tours and Activities

Trolley Tours is the only transportation company based in downtown Cleveland for prompt and efficient service. We can fill all of your transportation and tour needs 12 months a year since trolleys are heated and enclosed for cooler weather and open to sun and fun the rest of the time. Call us for your next event in Cleveland!

**Sherrill Witt, President**

**Trolley Tours of Cleveland 1790 Columbus Rd. Cleveland OH 44113**

**216-771-4484 and press "O" for a friendly person!**

**info@lollytrolley.com Visit: [lollytrolley.com](http://lollytrolley.com)**

## Food Sponsor

unCONVENTIONally good  
Dream big. We can handle it.

Each of our convention locations boast fabulous, award-winning fare and an exceptional hospitality staff at your side. Levy stands head and shoulders above the rest, providing access to notable landmarks for your convention needs. We invite you to consider something unCONVENTIONally great!

*Levy Restaurants*

**Christopher Bupp, General Manager, Levy Restaurants**

**Phone: 216.920.1464 [cbupp@levyrestaurants.com](mailto:cbupp@levyrestaurants.com)**



# WYNDHAM JADE CONGRATULATES ALL OF THE TSNN 2014 WINNERS

*With special recognition to our clients*



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

- IPPE - International Production & Processing Expo
- NRF's Shop.org Annual Summit

## 25 Fastest-growing Shows *Attendance*

- ALFA Conference & Expo (Assisted Living Federation of America)
- Optometry's Meeting - Annual AOA Congress
- All Baby & Child Educational Conference

*We are proud of our partnership.*

*Find out how Wyndham Jade can help your show be award winning*

6100 W. Plano Pkwy. Ste. 3500  
Plano, Texas 75093  
(972) 349-7300  
[www.wyndhamjade.com](http://www.wyndhamjade.com)

CONVENTION HOUSING  
AND REGISTRATION SERVICES



*Under the Right*  
**CONDITIONS**  
**PRESSURE**  
**CAN CREATE**  
**DIAMONDS.**



JOIN IN AT [ThisisCLEVELAND.COM](http://ThisisCLEVELAND.COM) | [#ThisisCLE](https://twitter.com/ThisisCLE)