

TSNN

★ *awards* ★

NOV 14-16, 2014 ★ CLEVELAND, OHIO

2014 TSNN AWARDS:

CELEBRATING TRADE SHOW EXCELLENCE

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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, 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

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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 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?...

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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



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, 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, friend her on Facebook and follow her on Twitter!



SCHEDULE AT A GLANCE

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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

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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!

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

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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

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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*[™] 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 and email **Jeff Fugate** at jeff.fugate@experient-inc.com.



PERFECTING THE EVENT EXPERIENCE



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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.



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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.**

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Donna Kastner

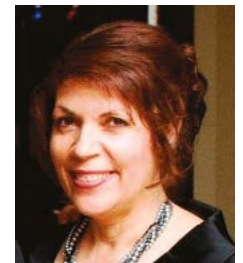
Vice President

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

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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](https://twitter.com/JoePulizzi). If you ever see Joe in person, he'll be wearing orange.

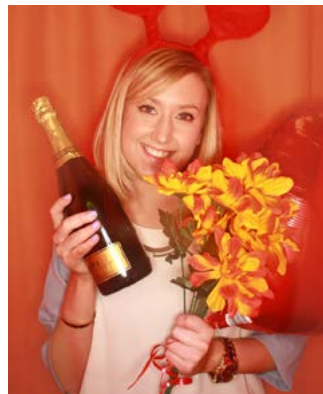


Rachel Wimberly

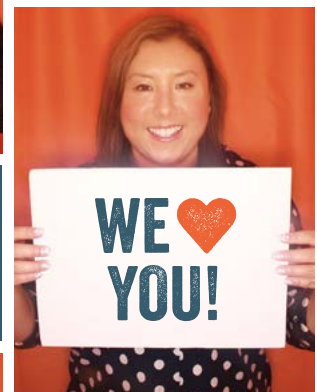
**President
& Editor-in-Chief**

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 *Tradeshows Week* magazine, as well as *Variety* magazine, the New York Times Regional Newspaper Group and CNN Business News in New York City. You can follow her on Twitter [@TSNN_Rachel](https://twitter.com/TSNN_Rachel)



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SESSIONS

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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



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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

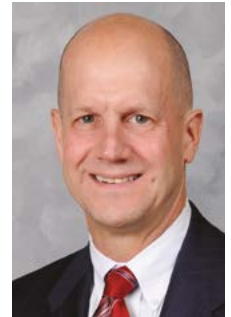
1:30 PM - 2:30 PM

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.

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ABOVE & BEYOND

CONGRATULATIONS TO THE 2014 TSNN AWARD HONOREES.

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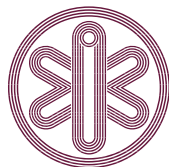


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2014 TSNN AWARD CATEGORIES

Celebrating Trade Show Excellence, Saturday Night Gala

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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

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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.

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THE EXPO GROUP'S 2014 SMOTY AWARD WINNERS

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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

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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



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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

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TSNN AWARDS SCHOLARSHIP

\$5,000 Student Scholarship Awardee

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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.



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SUNDAY BRUNCH - MICHAEL SYMON

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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.

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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.



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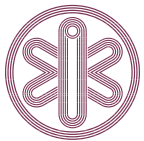
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Founded in 1927, Freeman is the leading global partner for integrated experiential marketing solutions for live engagements including expositions, conventions, corporate events and exhibits. Headquartered in Dallas, with over 70 offices in North America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

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

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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)

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For more information, please visit our website www.h-a-intl.com or contact Roger Halligan at rhalligan@h-a-intl.com

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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.



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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.

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.

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