

TRADESHOW RESOURCE LIST

The following is a list of additional resources that can be used to get the most out of your exhibiting experience. Find statistics or the latest trends in exhibiting. Included are industry associations/organizations, publications and websites.

CEIR Center for Exhibition Industry Research
2301 South Lake Shore Dr. Suite E 1002 Chicago, IL 60616
Phone: 1-312-808-CEIR (2347) Fax: 1-312-949-EIPC (3472) www.ceir.org

"CEIR's mission is to be the advocate for promoting the value, benefits and growth of exhibitions as a primary component in an integrated marketing program through research, information and communication."

CEIR offers members/subscribers up-to-date research offering a wealth of information from past marketing and research reports. There are new research reports every other month. Following are some examples of CEIR research reports you may find helpful:

The Power of Exhibitions I & II: Significant research on the value of exhibitions in the purchasing cycle.

Industry Trends: Exhibition industry growth projection.

Attendee/Exhibitor Characteristics: Popular combinations of reports.

Sales/Measuring Return: Analysis on the effectiveness of exhibitions versus sales calls

International: Methods to attract international exhibitors and attendees to U.S. shows

IAEM International Association for Exhibition Management
Mailing Address: P.O. Box 802425 Dallas, TX 75380
Physical Address: 9111 LBJ Freeway Suite 750, Dallas, TX 75251 Phone: 1-972-458-8002 Fax: 1-972-458-8119 www.iaem.org

"The Mission of IAEM is to promote the expansion of the exhibition industry by providing its members with education, and unique and essential services and resources through an international networking community."

The IAEM offers memberships to exhibition managers (those involved in the management, planning and production of shows), and associate memberships to persons having an interest in the exhibition industry, but not qualifying as Exhibition Manager Members. The top two rated benefits of membership are networking and the educational opportunities offered year round, in several locations and in different formats.

The IAEM's website offers Industry Calendar of Events, schedules of local chapter meetings, Industry Info & News, a Career Center and information on the IAEM Annual Meeting.

MPI Meeting Professionals International
4455 LBJ Freeway, Suite 1200, Dallas, TX 75244
Phone: 1-972-702-3000 Fax: 1-972-702-3070 www.mpiweb.org

"MPI positions meetings as a primary communication vehicle and a critical component of an organization's success. MPI serves the diverse needs of all people with a direct interest in the outcome of meetings, educating and preparing members for their changing roles and validating relevant knowledge and skills, as well as demonstrating a commitment to excellence in meetings."

MPI's website offers an on-line bookstore, education seminars listings, new publications links and a list of professional resources. You have the ability to search the MPI site by topic or link to the WWW Yellow Pages for off-site searches.

PCMA Professional Convention Management Association
2301 South Lake Shore Drive, Suite 1001, Chicago, IL 60616
Phone: 1-312-423-7262 Fax: 1-312-423-7222 www.pcma.org

"Meeting. managers and industry suppliers who belong to the Professional Convention Management Association are dedicated professionals responsible for the continuing educational activities of thousands of organizations across North America. Membership in PCMA raises the level of excellence in the staging and execution of educational programs and exhibitions - whether conducted live in a convention center or through rapidly emerging technological advances, such as Internet broadcasts. PCMA offers its members the high-quality educational programs, networking events and career-building opportunities in the meetings industry."

On their website you will find a host of electronic products and services including online meeting registration forms, membership applications, a tool box to help you fill a position, publications list, and program and product order forms. An industry links section provides extra associations and services.

TSEA Tradeshow Exhibitors Association
2301 South Lake Shore Drive, Suite 1005, Chicago, IL 60616
Phone: 1-312-842-TSEA (8732) Fax: 1-312-842-8744 e-mail: tsea@tsea.org www.tsea.org

"Since 1966, the Tradeshow Exhibitors Association (formerly the International Exhibitors Association) has provided knowledge to marketing and management professionals who use exhibits to promote and sell their products, both domestically and abroad, as well as those who supply them with products and services. At TSEA we understand the needs of professionals like you, and our programs and publications will help you gain the necessary edge in exhibiting success."

TSEA's web page offers Tradeshow and Event Links pages, a bookstore, a News & Research link, a Career Center and a section dedicated to tools and tips for exhibitors. There is also a listing of educational seminars as well as information on becoming a CME (Certified Manager of Exhibits).

Exhibit Marketing Magazine

This yearly publication focuses on exhibitor promotions, marketing and exhibiting tips. Published by Eaton Hall Publishing and distributed to exhibitors by show management. If you are participating in a show that does not provide this publication, you may obtain a copy of the recent year's edition by faxing a request to Eaton Hall Publishing at 1-973-514-5977.

EXPO

Unlike "meeting" magazines that cover exhibitions as a small part of their market, *EXPO* serves only the exhibition industry. Because of *EXPO*'s exclusive readership, the International Association for Exposition Management endorses *EXPO* as its official publication.

Published monthly except for bi-monthly issues in July/August and November/December by *Expo Magazine Inc.*, 11600 College Blvd., Overland Park, KS 66210, *EXPO* is sent without charge to qualified exhibition and associate members. For those not meeting the qualification criteria, yearly subscriptions are available for \$48 in the U.S., \$59 in Canada and Mexico, and \$80 in all other countries.

IAEM Newsletter

This bi-monthly publication is sent free to more than 4,500 exhibition industry professionals. This 20 page, 4-color newsletter features meeting information, job listings, chapter information, educational sessions, member employment information, changes in laws and information from the Board of Directors committees. Advertising opportunities are also available.

IDEAS

A publication offering articles on the exhibition industry for exhibit professionals. Tradeshow Exhibitors Association publishes it 11 times annually, with a combined issue for July/August. *IDEAS* is a membership benefit of TSEA. Exhibit professionals who meet the membership criteria for TSEA can receive a complimentary subscription. For more information please call 1-312-842-TSEA (8732).

Tradeshow Week

Published weekly to inform and inspire corporate exhibitors, show organizers and suppliers about the rapidly changing trends, new ideas and issues shaping the exhibition industry worldwide: Subscription rate is approximately \$389 annually in the U.S., and \$429 for all other countries. Subscribe online or by calling 1-323-965-2437.

WEBSITES

INTERNATIONAL CES - www.CESweb.org

Our own website, www.CESweb.org, is a great resource site for all your 2004 INTERNATIONAL CES specific questions. A particularly helpful feature of the 2004 INTERNATIONAL CES website is the ability to fill out your company's Official Show Directory listing form online. It's easier than ever to make sure your company has a listing in the one publication handed out to every attendee.

Other sections to visit include Press, the floor plan (see your booth position within the exhibit hall) and the For Exhibitors section, which includes the Official Show Directory Updating, information on speaker programs, press information, housing information, FAQs and sections of all exhibitor manuals.

EDPA -- Exhibit Designers and Producers Association - www.edpa.com

ESCA - Exposition Service Contractors Association - www.esca.org

IAAM - International Association of Assembly Managers - www.iaam.org

IAVCB -- International Association of Convention & Visitors Bureaus - www.iacvb.org

EACA - Exhibitor-Appointed Contractor Association - www.eaca.com

ACOM - Association for Convention Operations Management - www.acomonline.org

ASAE -- American Society of Association Executives - www.asaenet.org