

IAEE Midwestern Chapter



International Association
of Exhibitions and Events™

Your Gateway to the Midwest's Exhibition & Event Industries

Illinois Iowa NW Indiana Kansas Minnesota Missouri Nebraska Wisconsin

Expo Line electronic newsletter ~ November 2009



Ask About Our
HOT DATES!

DuPage **EXPO**.COM

Margaret Pederson Gives Industry Update and IAEE MWC Partners with EDPA for 2009 Annual Meeting

Over 80 attendees participated in the 2009 IAEE Midwestern Chapter's Annual Meeting and Luncheon on September 23 at Maggiano's Little Italy in Chicago, IL. Members were treated to an expert update on trends in the industry and IAEE by 2009 IAEE Chair, Margaret Pederson with Amirexx LLC. The meeting also had great networking opportunities and fabulous food.

The Midwestern Chapter once again successfully partnered with the local chapter of the Exhibit Designers and Producers Association (EDPA) which helped to bring some additional viewpoints from the industry to the meeting.

Some of the messages Pederson shared with participants about current trends in the industry revealed that “business-to-business exhibiting endures, despite the recent economic downturn” and that “competition for marketing dollars has become more intense.” Pederson said that “moving forward into 2010, the industry anticipates the economy will stabilize and register modest gains in some sectors and exhibition activity will follow suit.” However, “even as the economy rebounds, perhaps the landscape is changing for the long-term. Exhibitors are more discriminating in where they exhibit and how they spend. There is increased focus on ‘core’ events, those that deliver value/meet corporate objectives.” She also noted that more options for marketing are becoming available, including digital and other face-to-face alternatives and that “it is essential that exhibition organizers keep a pulse on exhibitor and attendee needs, to stay ahead of the competition from all marketing channels.” Pederson also shared some recent initiatives at IAEE demonstrating how the organization is working hard to benefit the industry and members. IAEE is working closely with the U.S. Travel Association to counter remarks with facts on the importance of business travel to the U.S. economy. IAEE is also sensitive to the needs of organizations in trying economic times and is offering registration to IAEE Expo! Expo! (December 8-10, 2009 in Atlanta) “4 staff for the price of 3” and has lowered the cost of webinars. IAEE also has taken a stance on challenging unfair business practices in the industry.

Our chapter would like to thank: Oscar Einzig Photography for taking photos at the annual meeting; the members who donated to the charity raffle which raised \$245 for our chapter charity, Gift of Carl; and our 2009 sponsors who were recognized at the luncheon (and are named on page 2).

Educational Session & Holiday Party on Dec. 3 – Don't Miss It!

Thursday, December 3: MW Chapter Educational Session, Volunteer Drive & Holiday Party

Renaissance Schaumburg Hotel & Convention Center, Schaumburg, IL

4:00 pm - 4:30 pm: Registration; 4:30 pm - 5:30 pm: Education Program: “Ten Tips for Success in 2010 – Ten for Ten” Presented by Bob Dallmeyer, CEM; 5:30 pm - 8:30 pm: Holiday Party/Silent Auction

PLEASE consider donating an item for the silent auction! Proceeds benefit The Gift of Carl Foundation. For more info, please contact Lisa Nicola: 312-329-8319 or lnicola@realtors.org. Thank you!

Message from the Board

By IAEE MW Chapter Co-Chair, Paula Fauth, CEM, Hall-Erickson, Inc. pfauth@heiexpo.com



Paula Fauth, CEM

It's hard to believe that the holidays are right around the corner and for me personally, even harder to believe that my term as your Chapter Co-Chair is drawing to a close. It has been an amazing experience and I look forward to seeing the Midwestern Chapter continue to move forward.

Our industry has faced some very challenging times these past few years and we have all been touched either personally or professionally. We hope our chapter has helped to provide you with education, support, networking and opportunities to meet the growing demands these changes have placed upon us.

Although it's been a challenging year, our chapter continues to grow in number of members and level of volunteerism. Thank you all for your continued participation, input and contributions. As I mentioned during our Annual Meeting, the Board you elected has worked diligently over the past year

to bring you higher level education while maintaining program costs and offering top level networking opportunities for our members. Your Board is extremely dedicated and I am confident that their level of commitment will continue.

We look forward to welcoming three new members to our Board, contingent on the January elections. I hope that you will agree that the proposed slate outlines a group of strong, enthusiastic and dedicated professionals who will continue the positive momentum of the chapter.

Many thanks to our existing Board members for their dedication and focus over this past year and for departing directors: Mary Liz Davis, CEM and Lisa Nicola – we hope that you have enjoyed your time as much as we have appreciated your efforts. None of our success could have been possible without the generous support of our 2009 sponsors: CompuSystems, GES, Convention Data Services, Freeman, Valley Expo & Displays, Champion Exposition Services and Ungerboeck Systems International. And finally, my sincerest gratitude to Gail Brooks and Kelly Hollingsworth for their tireless efforts at keeping us on track.

Thank you all for your support and for making my term a memorable journey. Happy holidays and best wishes in 2010. I'll see you around the chapter!

*Thank you to the following organizations for their generous support.
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Event details or to register:

www.midwestern.iaee.com

Expo Line November 2009

Congrats to our Chapter's Newest CEMs

Avis Gordon, CEM

Project Manager

The American Society for Healthcare Engineering

Chicago, IL

David Harvey, CEM

Trade Show Coordinator

H H Backer Associates Inc.

Chicago, IL

Philip Wargowsky, CEM

National Sales Manager

GES Exposition Services

Chicago, IL

Welcome New MW Chapter Members

American Dietetic Association

Erin Doherty

Pioneer Hi-Bred

Dennis Lange

Doug Mertz

Chicago Convention &

Tourism Bureau

David J. Sargent

The Tarsus Group

Patrick Trappe

China Foreign Trade Centre

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Tradexpos, Inc.

Debbie Golberg

Corcoran Expositions, Inc.

Daniel Corcoran

Wisconsin Restaurant

Association

Amy Nitschke

Brenda Toler

EXPO Magazine/Red7Media

Kara Horner

SAVE THE DATES

Thursday, December 10, 2009

***IAEE Midwestern Chapter Cocktail Reception
at EXPO! EXPO!***

Atlanta, GA

5:00 pm - 6:30 pm in the Sear Restaurant Bar

on the Atrium Level of the Marriott. A private section of the bar
is reserved for our chapter members.

Thursday, February 11, 2010

IAEE MW Chapter's 2nd Annual Wiffle Ball Tournament

McCormick Place, Chicago, IL

Watch for more details. For sponsorship opportunities
please contact Dan Traver at dan.traver@freemanco.com.

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Margaret Pederson



Claude Adomaitis, Jodie Tristano and Sandy McKeen.



Paula Fauth, CEM

**MW Chapter Annual Meeting
September 23, 2009
Chicago**



**Happy Holidays from the
IAEE Midwestern Chapter
Board of Directors**