



International Association
of Exhibitions and Events™
Midwestern Chapter
Illinois • Iowa • Kansas • Minnesota • Missouri
Nebraska • Northwest Indiana • Wisconsin

June 15th Educational Program & Member Mixer *Sales Strategies for the 21st Century*

Moderator:

Sean Lynch, Executive Vice President, NHS

Sean Lynch draws on almost 25 years of business management experience in overseeing NHS' marketing and client services. He has developed a client service protocol that is considered one of the company's strongest assets.

Sean enjoys taking care of clients and his honest approach to business is always a top priority. As is watching people succeed, hearing about how much people enjoyed their travels and the positive outcome of their experience.

"Work hard, smart and take care of people is the credo we all live by at NHS," says Sean. "Service is what will always set us apart."

Sean and his wife, Mari, have been married 18 years and have three children; Christopher (17), Natalie (16) and Rye (11). "Watching our children grow into young adults has been my most rewarding accomplishment," Sean states.

Currently, Meeting Professionals International, Chicago Area Chapter President-Elect, Sean is active in the industry, an avid golfer, and a graduate of the University of Missouri, Columbia with a degree in finance and minors in marketing and management.

Panelists:

Tom Corcoran, Principal, Corcoran Expositions

Tom Corcoran has been successfully producing tradeshow for more than 35 years. He understands all aspects of convention planning, and has earned a unique set of experiences which he brings to his clients, all in an easygoing style that is both flexible and accommodating. In his early days, Corcoran grew the National Restaurant Hotel-Motel Show from 900 exhibiting companies to more than 1,900 exhibitors. Corcoran is recognized as a leader in the industry, as evidenced by his induction into the Entrepreneurship Hall of Fame in 1995 and his receiving of the International Association of Exhibitions and Events' (IAEE) top honor, the Pinnacle Award, in 2005.

Paula C. Fauth, CEM, Show Director, Hall-Erickson, Inc.

Paula Fauth is a Show Director for Hall-Erickson, Inc., an independent trade show management company with over 50 years of industry experience. Fauth was initially hired as Director of Sales and managed a team of 6 full time sales professionals handling exhibit sales for 16 events ranging in size from 20,000 to 1.2 Million net square feet. Fauth was quickly promoted to

Show Director and now manages one of Hall-Erickson's five Tradeshow Week "Top 200" accounts.

Paula is actively involved in the trade show industry. She has served on the IAEE (International Association of Exhibitions and Events) Board of Directors and she was the IAEE Midwestern Chapter Co-Chair from 2009-2010. Paula has also been a CEM (Certified in Exhibition Management) since 2006.

In 1996, Fauth participated in the launch of Expomark, the trade show auditing division of the Audit Bureau of Circulations. During her tenure at ABC, Fauth educated trade show organizers and exhibitors about the advantages of third-party attendance verification.

Christopher Price, Vice President, Graphic Arts Show Company (GASC), Reston, Virginia

Christopher Price started his trade show career in 1984 at *Southex Exhibitions/DMG World Media* with 14 years of growing responsibilities in selling, marketing and managing both trade and consumer shows as well as champion of several new show start-ups. Price moved to the *Printing Association of Florida* producing *Graphics of the Americas* for 8 years while growing it to a *Trade Show 200* show and expanding attendance from the Latin American and Caribbean regions. For the past 4 years Price has led *Graphics Arts Show Company* producing both the GRAPH EXPO and PRINT shows in Chicago.

Perry Reynolds, VP, Marketing & Trade Development, International Housewares Association

Perry Reynolds served as a housewares merchant for retailers in the mass market, supermarket and distributor channels before moving to housewares manufacturers EKCO and Progressive International in marketing and product development roles. He joined NHMA, now the International Housewares Association in 1997, where his primary responsibilities include Show marketing, media relations, US buyer recruiting, media relationship management and member services marketing.