

Expo Line e-newsletter

May 2011

Don't Miss the Upcoming Educational Program & Member Mixer on June 15 "Sales Strategies for the 21st Century"

NEW! Suppliers Can Bring a Planner for ½ Price!

Join the IAEE MW Chapter at the Rock Bottom Restaurant & Brewery on Wednesday, June 15. Event organizers will share their sales strategies and how they produce a unified strategy within their organization.

Vendors: discover what organizers are requiring from you in 2011. **Organizers:** this will be an interactive open forum discussion on what some industry leaders are doing to sell and market their events successfully and how they incorporate their vendors into the solution.

Panel members include: **Perry Reynolds** - VP, Marketing & Trade Development, International Housewares Association; **Tom Corcoran** - Principal, Corcoran Expositions; **Paula Fauth, CEM** - Show Director, Hall-Erickson; and **Chris Price** - VP, Graphic Arts Show Company.

To have your questions addressed by the panelists during the presentation, please submit your questions to Gail Brooks at gbrooks@wmrhq.com.

Prior to the program, Doreen Biela, member of the board of directors of the International Center for Exhibitor and Event Marketing, will make a short presentation on the ICEEM and the benefits it offers exhibition and event managers.

Schedule: 4:00 pm - 4:30 pm Reg; 4:30 pm - 5:30 pm Educational Program; 5:30 pm - 7:30 pm Member Mixer
Rock Bottom Restaurant & Brewery, One West Grand Ave., Chicago, IL

To register: www.xpressreg.net/eReg/?ShowCode=MWAS061.

This program is generously sponsored by Shepard Exposition Services.

IAEE MW 22nd Annual Golf Outing is August 1 - Register Today

The IAEE Midwestern Chapter invites you to participate in the *22nd Annual Golf Outing* at Stonebridge Country Club, a private club in Aurora, IL on Monday, August 1, 2011. Stonebridge golfers are richly rewarded playing on a premier, residential 18-hole golf course designed by world-renowned golf course architect, Tom Fazio. Don't miss this opportunity to golf at one of the most breathtaking settings in Illinois or the Midwest.

The *IAEE Midwestern Chapter Golf Outing* will include great golf, contests, trophies, lunch and dinner. This is designed to be a special day for you to entertain clients or reward employees. Foursomes and sponsorships are available on a first-come, first-served basis, and with our continued **low pricing**, you won't want to miss out.

Not a golfer? Join us for the member mixer networking reception and dinner, following the outing.

The chapter will host a "luck of the draw" raffle of donated prizes during the networking reception. Proceeds benefit the chapter's charity, the Off The Street Club. Want to donate raffle prizes? If so, contact us early so that we can recognize your organization in all golf outing marketing materials.

Schedule: 11:15 am - 11:45 am: Check-in and warm-up; 12:00 pm: Shot gun start (with boxed lunch to take out on course) 4:30 pm: Non-golfer's reception starts; 5:00 pm - 7:00 pm: Reception & Dinner (with prize drawings).

Outing questions? Please contact our 2011 Golf Chair, Keith Ogulnick at 312-946-6242 or kogulnick@nmma.org. For full details and forms, visit: www.iaeemwc.com/files/2011_golf_flyer_and_forms.pdf.

Register Today & Join these Foursomes Who Already Signed Up: CompuSystems, Freeman, Global Experience Specialists (GES), Metropolitan Pier & Exposition Authority and Rosemont Exposition Services, Inc.

Message from the Board

By IAEE MW Chapter Co-Chair, David Gerhardt, Corcoran Expositions, Inc. david@corcexpo.com



Undoubtedly it's been a cold and damp spring throughout the region but that hasn't curtailed the sense of optimism and excitement that Midwestern Chapter board members share in regard to future programs and events. A new educational program hosted at a traditional favorite locale and the return of the always-popular Midwestern Chapter golf outing highlight the chapter's upcoming calendar of events.

Are you looking for the perfect opportunity to hear industry stalwarts discuss sales strategies critical to making their events a success? Then you can't miss *Sales Strategies for the 21st Century*, an educational program and member mixer on Wednesday, June 15 at the Rock Bottom Restaurant & Brewery in downtown Chicago. This is the ideal program for suppliers to bring along planners as any supplier who registers at full price can bring a guest planner for **half** price!

While the June program offers undeniable educational benefits, the 22nd Annual Midwestern Chapter Golf Outing provides an unparalleled opportunity to network and catch up with old friends and current colleagues. This year's event takes place August 1, at Stonebridge Country Club in Aurora, Illinois. Take advantage of this opportunity to test your game on the Tom Fazio-designed, private 18-hole course.

It's easy to let unseasonably poor weather and a struggling economy keep you on the proverbial sidelines. Now is the time though to get back in the game and capitalize on programs that your Midwestern Chapter board has implemented for your benefit. I hope to see you at upcoming events and welcome your feedback or comments at anytime. More information on chapter programs and happenings can be found at: www.iaeemwc.com.

Thank you 2011 sponsors for your generous support. Please consider utilizing their products and/or services.

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Chapter Chatter

Congratulations to **Pete Carroll** who has been promoted to the position of General Manager for the Central Division of GES. Pete is based in the Chicago office.

Congratulations to **Arie White**, GES Account Manager, and his wife Erica who welcomed their first child, Eden Corinne on April 27th.

Welcome New Midwestern Chapter Members

American Bar Association

Audrey Lamb

Archery Trade Association

Kelly A. Kelly, Maria Lewis, Lisa Roeder

CompuSystems, Inc.

Kim Phillipp

Cox-Johnson Corporation

Richard Johnson, John A. Taylor, CEM

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Congrats Newest CEM of the MW Chapter

Denise Fuesz, CEM

Society of Actuaries, Schaumburg, IL

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McCormick Place Plays Waiting Game

No portion of this write up is meant to editorialize, distort, or take a rooting interest with respect to recent rulings in the ongoing situation at McCormick Place.

Exhibitors may not want to get too comfortable at Chicago's McCormick Place with newfound liberties aimed at allowing greater freedoms with booth set up.

Nearly one year after a state-mandated overhaul was implemented geared towards cutting exhibit costs, the convention center is fighting a federal court ruling that tossed out do-it-yourself provisions and other labor-related changes as reported in a recent *Chicago Tribune* article.

In the May 8 article, convention officials report since the law became effective May 27, 2010, more

than two dozen organizations booked or renewed business at McCormick Place. U.S. District Judge Ronald Guzman recently ruled that law interfered with federally protected collective bargaining agreements. The article added that McCormick Place officials have asked Guzman to put his ruling on hold, pending their planned appeal.

So what does this mean for now? Exhibitors still have the right to perform much of their own booth-related work. Guzman's upcoming decision will either revert operations back to post law conditions or create a situation sending McCormick officials back to the bargaining table.

IAEE Midwestern Chapter 2011 Chapter Events

IAEE MW Chapter Educational Program: "Sales Strategies for the 21st Century" and Member Mixer

Wednesday, **June 15, 2011**
4:00 pm to 7:30 pm
Rock Bottom Brewery, Chicago, IL

IAEE MW Chapter 22nd Annual Golf Outing

Monday, **August 1, 2011**
11:15 am to 7:00 pm
NEW Location: Stonebridge Country Club, Aurora, IL

IAEE MW Chapter Annual Meeting

Wednesday, **September 21, 2011**
10:30 am to 1:30 pm
Maggiano's Banquets, Chicago, IL

IAEE MW Chapter Educational Program & Holiday Party

Wednesday, **November 30, 2011**
4:00 pm to 8:00 pm
Petterino's, Chicago, IL

IAEE MW Chapter Reception at EXPO! EXPO!

Thursday, **December 8, 2011**
Las Vegas, NV

Hope to see you at one or all of these exciting events!