

Expo Line e-newsletter

November 2011

Join the MW Chapter to Ring in the Season at the Educational Program and Holiday Party

On **November 30, 2011** it's time to celebrate the holiday season at Petterino's in downtown Chicago with your fellow IAEE Midwestern Chapter colleagues. This is an evening to learn, get involved and network at our educational program, volunteer drive and holiday party!

About the Educational Program: "Conducting Effective Site Inspections"

"Your event is one year away and it is time for a site visit. So now what? What are the most important questions you must ask prior to the site visit being completed?" This workshop will provide a great learning opportunity for personnel with hotels, convention centers, suppliers, associations, meeting industry professionals and *especially for new employees*.

About the Holiday Party

After filling your brain at our educational program, fill your stomach at our holiday party! This will be a night of great food, good friends and lots of fun. Bring a guest, co-worker or client – the holiday party is a great way to introduce others to industry professionals in our chapter. Suppliers that register for this event and bring a planner as their guest, are eligible for a \$50 iTunes gift card!

Looking to Make the Holidays a Little Brighter for Someone? Consider Donating a Gift for the Silent Auction

Your donation will raise money for our chapter charity, the Off The Street Club.

Questions?

Please contact Benjamin Rabe, CEM at: brabe@smithbucklin.com, 312-673-4903 or Gail Brooks, CMP at: gbrooks@wmrhq.com, 630-416-1166.

For full details and to register: www.iaeemwc.com/page.cfm/link=6

IAEE MW Chapter Reception at Expo! Expo! on December 8

Time: 5:30 p.m. - 7:00 p.m.

Location: Pavilion 6 at the Las Vegas Hilton

Sponsored by: The Chicago Convention & Tourism Bureau

To RSVP: www.surveymonkey.com/s/YY3WY86

Message from the Board

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



With the holidays around the corner and the calendar year coming to a close I can't help not only to look ahead to 2012 and what promises to be another busy year for the Midwestern Chapter but to look back at the last year and what it entailed.

One of the perks of serving as your Chapter Co-Chair is the opportunity to work closely with dedicated industry professionals intent on ensuring the chapter provides and delivers meaningful programs and

David Gerhardt

content for all members. Educational programs were held in February and June in conjunction with member mixers. In addition activities on the lighter side such as the annual Wiffle Ball Tournament at McCormick Place and the golf outing at Stonebridge Country Club provided opportunities to meet other devoted industry professionals and to maintain valued relationships. It's important to note that none of these programs could take place without the generous support of our 2011 sponsors who are listed in this issue.

What is unique about our industry is the sharing of ideas and unselfishness exhibited between business competitors. Our chapter also has a history of supporting others as I have to look no further than our affiliation with the Off The Street Club of West Garfield Park on Chicago's west side. The generosity of chapter members has yielded several thousand dollars in financial support to this worthy charity.

I am confident that 2012 will bring more of the programs and content you've come to expect from the Chapter. Your board is made up of fellow chapter members who donate their time and energy in an effort to deliver meaningful educational and networking opportunities for your benefit. Pending elections later this year, three new members will be joining the board and I know I speak for all board members when I say that your input and feedback are always welcome. If you would like to contribute, contact a board member and inquire about available task force positions.

I would be remiss if I didn't thank existing board members for their dedication and focus during this past year, particularly Co-Chair Phil Wargowsky for keeping chapter matters on track in the month of June during the birth of my son. Additionally, a huge thank you is extended to Gail Brooks and Maria Vickers for the continued administrative support of Williams Management Resources.

I'm not putting a bow on 2011 just yet though. I look forward to seeing everybody at the year's final educational program set for November 30 at Petterino's in Chicago in conjunction with the Holiday Party followed by a chapter reception at Expo! Expo! in Las Vegas on December 8. Take advantage of these opportunities – close out 2011 and usher in 2012 with fellow chapter members. I know I will!

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

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Expo Line is an electronic newsletter, published six times a year by the Midwestern Chapter of the International Association of Exhibitions and Events (IAEE).

Welcome New MW Chapter Member

Lions Clubs International

Scot Jacobson

Chapter Chatter

Oscar Einzig and IGot2Know have created a strategic partnership.

Jennifer Langley with GES has just relocated from New Orleans to Chicago and is now based at GES' Chicago office in the Sheraton. Welcome to the Midwestern Chapter, Jennifer!

Welcome New MW Chapter CEM

Sheryl Strain, CEM

Trade Show Manager, National Safety Council

Highlights of the IAEE MW Chapter Annual Meeting

The September 21 IAEE Midwestern Chapter Annual Meeting was a success! It was held at Maggiano's downtown Chicago and provided a great opportunity to meet new people, connect with colleagues and learn what is going on at IAEE on a national level.

Steven Hacker, CAE, IAEE President, was the featured speaker and provided us with an update on the state of exhibitions and the event industry which included the following:

Industry Snapshot

The exhibitions and events industry outperformed the mid-2010 national GDP (Gross Domestic Product). GDP is defined as the output of goods and services produced by labor and property located in the United States by the U.S. Bureau of Economic Analysis and is considered an indicator of a country's standard of living. As of mid-2010 the GDP had no growth. This is a testament to the power of face-to-face meetings and events and their effect on the economy.

Freedom to Travel

IAEE and USTA (United States Travel Association) have been working on easing visa restrictions and after three years are making headway. The Senate Appropriations Committee is drafting a State Department bill to streamline the visa process. Currently it takes 135 days to get an interview with the State Department in a foreign country and another 35 days to issue a visa! This is costing the industry and the U.S. economy billions of dollars.

Promoting Unique Value of Face-to-Face meetings

IAEE has created a strategic initiative to promote the value of face-to-face marketing with a public relations campaign. The goal is to tell the *real stories* about the power and uniqueness of exhibitions and events by differentiating exhibitions and events from other forms of engagement such as online and one-to-one meetings. IAEE will gather stories from exhibitors who are building their business because of F2F meetings and publish these stories in various outlets including print, new media and digital opportunities to expand reach and build online buzz. (Susan Brower, IAEE 2011)