

WMCCLIFF HANGER



International Association
of Exhibitions and Events
Rocky Mountain Chapter

*Developing Professionals in the
Exhibitions and Events Industry*

www.rockymountain.iaee.com

JANUARY/FEBRUARY 2008

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Growing Event Sponsorships

Wednesday, February 13, 2008 • 11:30am – 1:30pm • The Curtis

Randy Bauler, CEM – *Corporate Relations & Exhibits Director and IAEE Chairman*

Most exhibitions and events count on sponsorships to generate increased revenue and excitement. During this 90-minute presentation, you'll learn about the various types of sponsorship opportunities, how to package or bundle sponsorship options and which policies and procedures will keep your sponsorship program on track. See examples of how to grow your sponsorship revenue and increase renewals, with plenty of time for audience questions and answers. Some take-aways from this program:

- ◆ Learn how to develop a sponsorship program and grow it over a 2-3 year period.
- ◆ Learn about the different types of sponsorships.
- ◆ Explore how to package or bundle sponsorships.
- ◆ Discuss sponsorship policies and procedures to make your sponsorship program fair yet creative.
- ◆ Ask Randy any question about sponsorships – bring your burning question or key topic for discussion.

Randy Bauler, CEM, is Corporate Relations & Exhibits Director for the American Association of Critical-Care Nurses in Aliso Viejo, California. Randy has worked for AACN for 11 years and is responsible for directing the sales and marketing of exhibit space and sponsorships for the healthcare association's annual conference. Randy currently serves as the 2008 Chairman for the International Association of Exhibitions and Events (IAEE).

Click here to register! <http://www.rockymountain.iaee.com>

Message from the Chair



Happy New Year! The Rocky Mountain Chapter of International Association of Exhibitions and Events welcomes you all to the beginning of what poses to be a great year. The board has recently completed a half-day planning meeting where we reviewed the chapter's accomplishments and focused on the opportunities we have before us.

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Coming Events

IAEE-RMC 2008 Events

Don't miss these upcoming educational programs and networking opportunities. *Be sure to watch your email for more information.*

Feb. 13 **Sponsorships on Steroids**
Randy Bauler, CEM
American Association of
Critical Nurses and 2008
Chair of IAEE
The Curtis
11:30am-1:30pm

March 25 **MIC Conference**
Adam's Mark, full day

April 23 **Art of the Show:
Website Design**
Breakfast Meeting,
8:30-10:30 am
Millenium Harvest House,
Boulder

May 21 **Add Value to Your Show**
Crown Plaza

**June/
July** **Social: Networking/Tour**
Broadmoor
Colorado Springs

Aug. **Golf Tournament**

Sept. 17 **Driving Attendance
to Your Show**

Oct. 15 **Technology, Social
Networking Software**

Dec. **Holiday Party**

Please stay tuned to our website at www.iaee.com/content/aboutIAEM/Chapters/rockymtn for more information regarding these events. *We look forward to seeing you at one of the upcoming events.*

Show Manager's Corner

Launching a New Event? Four Things to Consider First.

New launches are risky and a hard way to grow your business... however the right idea at the right time is the key. Here are some keys to nailing the timing for your market.*

1. Get the facts about the marketplace.

Associations, trade publications and web sites are just the tip of the iceberg in finding all you can find about the scope and health of a marketplace. Look at advertising ratios in the industry, government statistical data and international news that could be related to your market.

2. Know the Audience

Get feedback first on dates, locations, educational needs, hot topics and new products... know your potential attendee and talk to them FIRST, through phone surveys, online surveys, focus groups or roundtables.

3. Know the Competition

Attend existing shows in this space, find out the industry's sales cycles, booth pricing, registration pricing, decline/increase of attendees and exhibitors for the past several events.. decide how to differentiate your event from any currently existing in the marketplace.

4. Test Your Idea

Do a podcast or Webinar on the show topic, gauge interest and just participation. Host a special event in target cities to test viability. Gauge response to a special editorial piece online or in print.

*Reference: *Expo Magazine, January 2008*

CEM: The Professional Standard

Beyond the classroom hours, comprehensive examinations and networking, the CEM designation stands for uncompromising quality, practical application of knowledge and a career-long commitment to education and professional recognition. Symbolizing achievement, commitment and a place among the top ranking professionals in the worldwide exhibition and events industry, CEM is the designation that will set you apart from the rest.

For additional information regarding this program, contact Rebecca Stevens CMP, CEM at becky@acvim.org or call 720-985-5581. We will begin a support group in 2008 so look for further announcements.



Begin your journey through the CEM Learning Program today!

IAEE Mission Statement: IAEE promotes the unique value of exhibitions and other events that bring buyers and sellers together such as road shows, conferences with an exhibition component, and proprietary corporate exhibitions. IAEE is the principal resource for those who plan, produce and service the industry.



8th Annual MIC of Colorado Educational Conference and Tradeshow

The Meetings Industry Council of Colorado (MIC of Colorado) cordially invites you to its Educational Conference and Trade Show this March. MIC of Colorado will host 100 exhibitors and approximately 600 meeting and event professionals, association executives and industry suppliers in the Rocky Mountain Region.



The conference will be held **Tuesday, March 25, 2008** at Adam's Mark Hotel of Denver. **Exhibit Trade show is from 1:30-3:30**

RMC-IAEE is sponsoring a session at this year's MIC-Colorado Tradeshow!
The O'Shea Report: Change 180° • Tim and Kris O'Shea
www.theosheareport.com

In their hilarious news-magazine format, "The O'Shea Report," Tim and Kris O'Shea take you on a journey through the ups and downs of dealing with change. This "Saturday-Night-Live-meets-Dateline" production lampoons everything from communication through the ages to the future of technology.

Kris and Tim O'Shea are both familiar with the corporate world. While working office jobs during the day, they honed their skills as humor writers and performers at night. Their natural talents for making audiences laugh combined with their knowledge of the common obstacles of the workplace has given them the edge to effectively convey their unique message: change is all around us, so we may as well lighten up and have fun with it.

Be sure to join us at this year's MIC-Colorado Tradeshow by visiting:
<http://www.mic-colorado.org/>

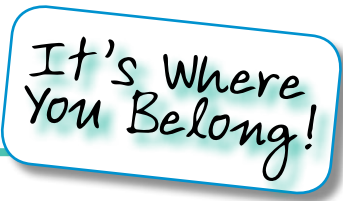
IAEE Membership Benefit of the Month

Do You Know about the ROI Tool Kit?

It is the first web-based, exhibition-specific Return on Investment Tool Kit which will assist exhibition organizations in measuring performance and outcomes when participating in exhibition and events. In addition, it will provide an in-depth analysis of the notable growth in the industry during the past several years.

The ROI Tool Kit addresses the challenges the industry faced in developing a calculator to measure exhibit performance using techniques and measurement tools more familiar to senior "C-level" managers.

View the dedicated website, especially for the ROI Tool Kit:
<http://roitoolkit.exhibitsurveys.net/Home/Welcome.aspx>



Chair's Message

(continued from page 1)

Your Rocky Mountain Chapter has accomplished many things this year:

- ◆ Expanded membership by over 200%
- ◆ Offered many new educational programming events
- ◆ Created various opportunities for industry networking
- ◆ Expanded our infrastructure in both technological and personnel areas – we are proud to be offering web based program registration in addition introducing several new volunteers onto committees and the board
- ◆ Updated the chapter's web site as a resource for the members – Be sure to visit our new and improved site!
www.rockymountain.iaee.com

In reviewing the current state of affairs with our chapter we came to the realization that not everyone understood the name change our organization has gone through. **International Association of Exhibitions and Events**...why 'Events' has been the most frequent question asked. An 'event' has been defined by IAEE as 'any encounter that brings together a buyer and a seller'. In our case that encompasses a lot more 'events' than just tradeshow and exhibitions and hence the name change.

As 2008 begins to unfold for all of us we also agreed that it is of utmost importance to all of us serving you that we fully understand and integrate our purpose as a chapter. With that in mind starting with this newsletter you will begin to see us incorporating a new tagline – **Developing Professionals in the Exhibitions and Events Industry.**

Our intention for 2008 is to build upon the momentum we have from 2007, expand the limits of what is defined as an 'event', create numerous networking opportunities, provide up-to-date, timely and relevant educational programs, continue to engage the members in enlightened discourse and at the end of it all, **Develop Professionals in the Exhibitions and Events Industry!**

Peer-to-Peer Learning — January Recap

Rocky Mountain Chapter members who attended the Expo!Expo! in Vegas were invited to host roundtable sessions to share what they learned with those RMC members who were unable to make it to the annual event in December.

Greg Lowry, Director of Sales & Marketing with SMG at the Colorado Convention Center, welcomed everyone and the program got under way with a luncheon served family style encouraging peer to peer networking right out of the gates!

The roundtable sessions began with “Speed Conferencing” style — the goal of this program was to grab as many highlights, tips, tricks and tidbits from the table moderators as possible, while networking with both new faces, and old acquaintances. All of this was happening within a 15 minute time allotment for each round! The energy in the room was electrifying, with ideas shared, business talked about and new contacts made. We would like to thank the following moderators who hosted the following topics:

- ◆ Lee Wood, Co-President, MP Associates
Going Global: How to Determine if Your Exhibition Belongs in the Global Marketplace and Getting Green: Producing an Environmentally Responsible Event
- ◆ Felicia Candelaria, Trade Show/ Event Manager, WiesnerMedia
Effective Negotiation Strategies
- ◆ Nora Johnson, Executive Assistant Eastern & Western Regions, Experient
How the Web and Technology Continue to Change the Face-to-Face of Shows
- ◆ Andrea Kupfer, Events & Marketing Director, WiesnerMedia
Attendee Marketing-Want More Attendees? Learn What It Takes Today!

Everyone was able to take something away from the luncheon and truly benefit from an applicable idea they can use back at the office!



Welcome New Members

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