



CLIFF HANGER

International Association
of Exhibitions and Events
Rocky Mountain Chapter

IAEE — ROCKY MOUNTAIN CHAPTER

November/December 2007

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What's Inside

■ Las Vegas Meeting 1

In every issue:

■ Chairman's Message..... 1

■ Coming RMC Events..... 2

■ Show Managers Corner 2

■ New Members..... 4

■ CEM: The Professional Standard 4

■ Membership Benefit of the Month..... 4

What Happens in Vegas... Does not Stay in Vegas!

Wed., Jan. 23, 2008 • 11:30am-1pm
Colorado Convention Center, Rm. 301
700 14th Street, Denver, CO



If you won't be hitting Vegas this month for the big national event, please join the Rocky Mountain Chapter of IAEE for an EXPO! EXPO! Highlight Roundtable: Lunch and Educational Program. Get the best of the best from EXPO! EXPO! This roundtable meeting will feature chapter members who will share their experiences and insights from the IAEE National Meeting in December.

(continued on page 3)

Message from the Chair



If winter is slumber and spring is birth, and summer is life, then autumn rounds out to be reflection. It's a time of year when the leaves are down and the harvest is in and the perennials are gone. Mother Earth just closed up the drapes on another year and it's time to reflect on what's come before.

— Mitchell Burgess, Northern Exposure, Thanksgiving, 1992

As 2007 draws to a close we felt it was time to reflect a bit upon the past year and highlight the Rocky Mountain Chapter's successes. This was a banner year for the IAEE-RMC, after several years of dormant existence; this year has proven to underscore what a committed group of volunteers can accomplish.

Your IAEE-RMC produced five successful educational and networking events. The year started with a bang as we hosted roundtable discussions on topics from Expo!Expo! 2006. We rounded up the year with an educational luncheon where Jerry Marterella discussed sales and retention strategies for expo sales. In between, we hosted our most successful Don Baughman Memorial Golf Tournament ever; continued to broaden our chapter's exposure through participation at the Meeting Industry Council of Colorado's Annual Tradeshow and Conference and conversed over the state of the industry via a one-on-one discussion with our very own President, Stephen Hacker.

As we have mentioned before, 2008 holds even more promise for educational and networking opportunities. Our dedicated group of volunteers has outlined even more in-depth events for you. We aim to start the year with another Expo!Expo! roundtable

(continued on page 3)

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.*

Jan. 23	EXPO EXPO Roundtable! Colorado Convention Center 11:30am-2:00pm
Feb. 13	Sponsorships on Steroids Randy Bauler, CEM American Association of Critical Nurses and 2008 Chair of IAEE The Curtis 11:30am-2:00pm
March 25	MIC Conference Adam's Mark, full day
April 23	Art of the Show: Website Design Breakfast Meeting, 8:30-10:30 am Millennium 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

Five Keys to Make Your Site Sell.

1. Be Search Friendly

Work with your host, your designer and programmer to create pages that are easily searched and keyword heavy. An attendee looking for your show or ANY show in your industry should see your site listed in the top 5 at the very minimum. For companies that can help you optimize your site, search "Search Engine Optimization" in your browser!

2. Communicate Efficiently

Short headlines and clearly defined links are key elements in the battle for screen space. Make sure your main navigation field is constant on each page of your site. And most importantly include a link on every page TO REGISTER FOR THE EVENT. *Note: links embedded INSIDE website copy are used more often than straight navigational links... use links in your copy when you can.*

3. Navigate FOR Your Reader

Try separating your navigation menu by TYPE of person reading it: "TO ATTEND", "TO EXHIBIT" "TO SPEAK" – quick links to attendee, exhibitor or speaker info is extremely helpful and appreciated. And watch your clicks. Burying information deep within your site will aggravate visitors. A good rule of thumb: Don't expect users to click more than three links to find information.

4. Make Them Come Back for More

Continue the value proposition after the event on your site. Offer post-show presentations, online chat about the event, speaker survey results, whitepapers from the event... anything you can offer that adds value to the reader and further sells the show down the line. The more reasons they have to visit your site, the further your success in making that attendee a part of the online and face to face community you are building with your show.

5. Co-Promote Whenever Possible

Get the industry talking about your event. Every exhibitor, speaker, and media partner for your event should be featuring a link to your event on their site. Make sure these links are in place and referring for you. Great way to track your audience as well.

GET EXPERT ADVICE!

Submit your show site and have it reviewed by marketing and web experts that can give you solid tips to increase the "sell-ability" of your site! We'll present the panel findings, suggestions and tips in a breakfast meeting for the IAEE Chapter Program in April! Submit your site to Denise Miller dmiller@thegoldengroup.net to be included in the ART OF THE SHOW: WEBSITE DESIGN, April 23, 2008, 8:30-10:30am Millennium Harvest House – Boulder, CO.

International Association of Exhibitions and Events
formerly known as IAEM

Expo! Expo!
Annual Meeting & Exhibition 2007

LAS VEGAS
10-12 DECEMBER | 2007

THE POWER OF FACE-TO-FACE

International Association of Exhibitions and Events
Expo! Expo!
Annual Meeting & Exhibition 2007

Vegas *(continued from page 1)*

We'll give you the highlights from our favorite sessions at EXPO! EXPO!

- ◆ Effective Negotiation Strategies
- ◆ Room Block Management
- ◆ Handling Exhibitors From Hell
- ◆ Flow Management
- ◆ New Ways of Generating Revenue
- ◆ New Web-based Tools to Optimize and Measure ROI from Exhibiting
- ◆ 7 Secrets of Selling Integrated Programs
- ◆ Next Generation Sponsorships: How to Achieve Maximum Revenues
- ◆ Attendee Marketing - Want More Attendees? Learn What it Takes Today!
- ◆ Priority Point Systems and Assigned Space Sales
- ◆ Event Marketing & Promotions Trends and Insights
- ◆ And so much more...

We'll bring the best topics, the hottest debates and latest technologies home to Denver for an EXPO! EXPO! Highlight reel that will have you working smarter tomorrow. This program will change as the topics from National are uncovered, but rest assured, this is a can't miss "CLIFF-Note" version of what you missed at EXPO! EXPO!

Look for your Invitation to Register in your e-mail in the next few weeks.

GOING TO EXPO! EXPO!? Contact us today and volunteer to share what you learn in Vegas with the Rocky Mountain Chapter! Call Denise Miller 303-482-3045 or dmiller@thegoldengroup.net.

Chair's Message *(continued from page 1)*

session and to provide educational content ranging from expo sales, adding value to your show, driving attendance and a technology showcase; all this in addition to networking opportunities and our annual golf tournament! Please be sure to visit the IAEE-RMC website regularly for additional updates on programming throughout the year.

I would personally like to take this opportunity to thank our dedicated group of board volunteers, without whose determination, perseverance and hard work, the IAEE-RMC would not be where it is now and headed toward greater achievements!

- ◆ Rebecca Stevens – Vice-chair – has provided experience and insightful guidance which has steered our chapter on toward successful programming and growth. We appreciate her resolve to accomplish things not accomplished in the history of this chapter.
- ◆ Mark Cramer – Director-at-large/ Golf Tournament Chair – Mark is a steady hand at the wheel of our longest running event. We appreciate his reasoned approach to our chapter's challenges and his continued suggestions for our chapter's responsibility to our members.
- ◆ Nora Johnson – Programming Chair – Consistency and cheerful demeanor are Nora's hallmark. We recognize her tireless efforts to organize our chapter's collaboration on our educational and networking events.
- ◆ Denise Miller – Secretary – Our most recent addition to the board, Denise has helped our group coalesce into a functional group. Her quick and insightful mind in addition to her quick wit has pointed us in truly rewarding directions.
- ◆ Jim Handzel – Past-chair – we recognize Jim for his helpful guidance throughout this past year.

Please extend a thankful hand to each and every one of these individuals for their hard work and dedication to our organization. I can say it continues to be a privilege and a pleasure working with each of them.



Jerry Marterella, CEO of MarketACCEL, closed our 2007 programming calendar on a very high note! After leading us through the perspectives, plans and calculations around improving exhibitor relations, and ultimately increasing their commitment to our shows, the floor was opened to additional questions. Beyond receiving additional considerations and tips from Mr. Marterella, the experienced experts in the room were able to share their own best practices with one another.

The lunch was delicious, and the fortunate trivia winners throughout the presentation were able to select a Cabernet or Chardonnay from Mr. Marterella's own award-winning vineyard. If you are wondering about the validity of the success of the event, the survey responses that came back had one common thread throughout: we wish it were longer.

Join us for our 2008 programs, which kicks off in January as we bring Expo! Expo! back to you. We look forward to seeing you next year, and we thank you for a wonderful year in 2007!

*It's Where
You Belong!*

IAEE Membership Benefit of the Month

IAEE Launches the 2007 Ultimate Guide for Exhibitions and Events

Dallas August 6, 2007 – The International Association of Exhibitions and Events (IAEE) launched the third year of IAEE's Ultimate Guide for Exhibitions and Events, a Web-based buyers guide providing IAEE's 1,400 member companies, representing 6,700 industry professionals worldwide, immediate access to products and services specifically designed to their needs. The guide can be accessed through the association's home page (www.iaee.com), or through a direct link at www.ultimate-exhibitionandevent-guide.com.

Coming to your mailbox soon!

2008 Mark Your Calendar!
IAEE ROCKY MOUNTAIN CHAPTER CALENDAR OF EVENTS

- January 23**
EXPO EXPO Roundtable!
11:30-2:00pm
Colorado Convention Center
- February 13**
Sponsorships on Steroids
11:30-2:00pm
Randy Bauler, CEM,
American Association of
Critical Nurses and
2008 Chair of IAEE
The Curtis
- March 25**
MIC Conference
Adam's Mark, full day
- April 23**
Art of the Show
Website Design
Breakfast Meeting
Millennium Harvest House
Boulder
- May 21st**
Add Value to
Your Show
Crown Plaza
- June/July**
Social Networking
Tour Broadmoor
Colorado Springs
- August**
Golf Tournament
- September 17**
Driving Attendance
to Your Show
- October 15**
Technology, Social
Networking Software
- December**
Holiday programming

International Association
of Exhibitions and Events
Rocky Mountain Chapter

IAEE-RMC Sponsor:



**LOEWS
DENVER HOTEL
COLORADO**

CEM: The Professional Standard

Congratulations to the Newest CEM's in the Rocky Mountain Chapter:

Susie Horn, CEM, MP Associates Inc.
Paola Ramirez, CEM, New Hope Natural Media
Stephen D. Ducoff, CEM, Ducoff Enterprises LLC

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!



Welcome New Members

Convention Services of the Southwest Inc

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