



# CLIFF HANGER



International Association  
of Exhibitions and Events  
Rocky Mountain Chapter

IAEE — ROCKY MOUNTAIN CHAPTER

February/March

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## Message from the Chair Happy New Year!

Our first newsletter of 2007 arrives in the wake of a banner year for the Rocky Mountain Chapter. Many things have changed since our last newsletter reached you. We have a new group of excited and energized board members and committees ready to lead us toward continued success. Our parent organization has a new name and; therefore, we are now called the International Association of Exhibitions and Events – IAEE. It is clear that change has been building within our organization for some years. With that in mind, we are latching onto ‘change’ as our theme for this year.



*Passing the gavel: Adrian Mabry, Experient, Inc, 2007 Chair presents Past Chair, Jim Handzel, Elite Expo Services with a Certificate of Appreciation*

Change is good. Change for the good is even better. Through our lively and engaging speakers, attendee promotions and exhibitor retention came to life. This year several of our own members have already hosted roundtable topics from Expo!Expo!; bringing our national conference home to Colorado.

We are looking forward to even greater industry exposure this year. Another change for the better. Meetings Industry Colorado is hosting Marty Smith from Ethnometrics this March. His program speaks to the habits and patterns of exhibit attendees. In addition, we look to our organization President, Steven Hacker, in May as he speaks about the changes our organization has endured. A community service project and program about sales strategies and techniques will round out our year of change.

I personally invite you to join us as we continue to change the face of our industry. As members, each of you has much to offer; to our organization and to each other. Our chapter's continued growth and professional development rests upon the shoulders of our members. We look forward to seeing you at the programs this year and seeing you all engaged in the change of our chapter.

*Adrian Mabry, CMP*  
Experient, Inc., [Adrian.mabry@experient-inc.com](mailto:Adrian.mabry@experient-inc.com)

## Welcome New Members

### Albuquerque Convention Center (SMG)

Carol Chavez, Sales Manager

### BBI International Salida, CO

Dave Blazer, Mktg Coord.

Angela Damman, Vice President

Ashley Delarue, Conf. Coord.

Tammy Fuller, Conf. Coord.

Fenella Furgerson, Database Mgr.

Jim Gill, Production Mgr.

Kimberly Hoch, Project Asst.

Michelle Meinberg, Mktg. Asst.

Jim Sampson, Database Asst.

Wendy Stewart, Bus. Dev. Mgr.

Kathie Stucko, Reg. Asst.

Steve Stucko, Project Mgr.

Emily Tubbs, Conf. Coord.

Anne Wester, Conf. Dir.

### DMG World Media Salt Lake City, UT

Roy Gedge, Operations Mgr.

Jonathan Greenband, Show Mgr.

Robin Hoye, Client Serv. Mgr.

Warren Pickett, Content Dir.

David Smith, Dir. Custom Events

### Experient, Inc. Denver, CO

Nora Johnson, Executive Assistant,  
East & West Regions

### Industrial Expositions Inc. Denver, CO

Dianne Seymour, Show Mgr.

### IAEE-RMC Sponsor:



**L O E W S**  
**DENVER HOTEL**  
C O L O R A D O



## 2007 MIC Tradeshaw & Conference

**Wed., March 21, 7:30 am - 5:30 pm, Holiday Inn DIA**

An exhibit hall filled with attendees roaming about is a beautiful sight, but we all wonder: what causes them to turn right or left, stop or go, and more importantly, how can I best draw them in?

Keynote speaker Marty Smith of Ethnometrics understands the elusive habits and patterns of exhibit attendees and will be sharing his insight, along with common mistakes and misconceptions exhibitors hold.

Primarily focusing on pricing and marketing factors that influence the purchase experience of a consumer, Ethnometrics studies and analyzes the science of sales and marketing, and has applied these concepts to the trade show industry.

Don't miss this Colorado meeting industry collaboration, full of meeting and exhibit learning opportunities hosted in Denver. The MIC has pulled together some of the biggest names and well known people in the industry to share their insights and knowledge with you.

The Rocky Mountain Chapter of IAEE supports the efforts of MIC, which is a culmination of organizations representing the meetings industry. We look forward to you joining us for this fabulous day of industry learning and networking.

For more information, or to register, please visit [www.mic-colorado.org](http://www.mic-colorado.org) and check the IAEE-Rocky Mountain Chapter box.

## IAEE Membership

IAEE is composed of approximately 1,500 member organizations and 5,000 member representatives (individuals). 50 percent of IAEE's members are directly involved in the planning, management, and production of exhibitions and buyer-seller events. The remainder of our membership consists of those who provide products and services to the industry. IAEE values and promotes diversity of membership, in terms of company size, products, and geographical area. Each active member organization is given one vote, regardless of size.

Benefits of IAEE Membership include professional development, industry news and publications, industry and professional resources, service partner discounts, advocacy before government and media, leadership development and local chapter membership.

When an organization pays dues to IAEE, it becomes the "member." Dues are based on factors other than number of individuals. Therefore, all exhibition and event industry staff can enjoy the benefits of membership without additional financial consequences.

All IAEE dues categories enjoy the resources of local chapter membership and membership in the Center for Exhibition Industry Research (CEIR). Dues category definitions:

- **Industry Member** – Show Organizers, Suppliers, CVBs
- **Event Facility Member** – Organization, such as a convention, conference, exposition center or hotel
- **Industry Member Outside North America**
- **Auxiliary Members**
- **Other Memberships** (Student, Educator, or Retired Member)

*It's Where  
You Belong!*

# Don Baughman Memorial Golf Tournament

The IAEE-RMC Baughman Memorial Golf Tournament was played at Saddleback Golf Club in Firestone, Colorado this past August. Participants included:



Colorado Convention Center

ExpoMasters, Inc.

Yellow Freight

Denver Merchandise Mart

Industrial Expositions

Brede Decorating

Elite Expo Services

Freeman Decorating (two groups)

The weather and the golf course were amazing. The greens at Saddleback have to be some of the best in the state. The course layout was enjoyable for all golfer levels and the views were spectacular. The winning foursomes are as follows:

- 1st** ExpoMasters, Inc.
- 2nd** Denver Merchandise Mart
- 3rd** Colorado Convention Center

The Golf Tournament Committee (Mark Cramer, ExpoMasters; Christine Lindmark, Vista Marketing; Bill Kuhnline, Brede Decorating; Randy Gaddis, Denver Merchandise Mart; and Eric Windholz, Freeman Decorating) were able to come up with some pretty spiffy door prizes. Here is a sampling of what was given away and who donated the prizes:

- Golf Shirt-Denver Golf Expo- ExpoMasters
- Shirt-Showroom Bar and Grill and the Denver Merchandise Mart
- Lunch for four-Show Room Bar and Grill
- One Nights Getaway-Beaver Run Resort-Harry Damm
- Golf for 2 Ft. Morgan Golf Course-Denver Golf Expo
- Golf for 2 Rifle Golf Course-Denver Golf Expo
- Golf for 4 at Wellshire GC- Denver Golf ExpoMasters
- Golf for 2 at Redlands Mesa-Denver Golf Expo
- Two sets of tickets for 4 and parking at a Rockies game in September from Freeman Decorating
- Tickets for 4 and parking at a Rockies game in September from Denver Merchandise Mart
- \$100 gift certificate for the SwampHollyStore.com from Yellow Freight

Now if you are starting to feel that you missed something special... you are right! Be sure to get involved in the 2007 tournament.

## Exhibit Speak

**5 tips and tricks to pass along to your exhibitors in helping them prepare for your event:**

### Pre-show

#### 1 SET GOALS FOR THE EVENT:

Leads gathered, contacts made, number of business cards given away, etc.

#### 2 INVITE YOUR CUSTOMERS:

Leverage your participation in this important industry event: promote it on your website, talk it up to your customers, make sure all your prospects know when and why you're going to be at this event!

### On-site

#### 3 ATTEND THE CONFERENCE SESSIONS:

More than likely, the contact you've been trying to reach for months is sitting right next to you in a conference session.

Leverage this time to meet the attendees, find out who they are and what they do. Don't wait for them to come to you, go to them and invite them to your display space during the exhibit hall hours!

#### 4 HAND OUT SOMETHING TO BE REMEMBERED BY:

Most attendees review materials and sales sheets once they're back at the office. Be sure you are in that stack!

A clever giveaway is always a good idea to get noticed later, after the attendee has left your space.

#### 5 EVENT ETIQUETTE, THE DO LIST for booth personnel:

- ▶ DO listen. Don't do all the talking.
- ▶ Don't interrupt when another person is talking. DO listen!
- ▶ DO make eye contact while speaking, looking away is okay, but eye contact, a must.
- ▶ DO relax. Playing with something in your hands or jangling coins in your pocket is distracting.
- ▶ DO communicate. Let visitors know whether you understand them, ask questions to get clear.
- ▶ DO Smile.



## Coming Events

**IAEE-RMC 2007 Events** – Don't miss these upcoming educational programs and networking opportunities. *Be sure to watch your email for more information.*

**March 21**    **2007 MIC Tradeshow and Conference**  
Meetings Industry Council of Colorado  
Holiday Inn Denver International  
Airport & John Q. Hammons  
Convention Center

**May 24**    **Luncheon & Educational Program**  
*Steven Hacker, IAEE President*  
"Let's go straight to the Top!"  
11:30 am – 1:30 pm  
Denver Merchandise Mart

**July TBD**    **Networking Social**

**Aug. TBD**    **Don Baughman Memorial  
Golf Tournament**

**Oct. 11**    **Luncheon & Educational Program**  
*Jerry Marterella*

**Dec. TBD**    **IAEE Holiday Party**

**10-12**    **Expo! Expo!**  
Las Vegas

## Volunteers do not necessarily have the time; they just have the heart...

The Rocky Mountain Chapter of IAEE is looking for a few people with heart... Remember, you get back in equal or greater measure that which you contribute.

- ▶ Professional Development
- ▶ Industry Networking
- ▶ Social, fun organization
- ▶ Build Long-term Industry Relationships

There are specific benefits to volunteering:

- ▶ Grow our industry community
- ▶ Leadership opportunities
- ▶ Increase your industry knowledge
- ▶ Many others to numerous to list!

Rocky Mountain Chapter needs:

- ▶ Programming Task Force
- ▶ Educational Task Force
- ▶ Marketing Task Force
- ▶ Communications Task Force
- ▶ Membership Task Force
- ▶ Annual Meeting Task Force

We are asking for volunteers to assist with specific tasks in these respective areas and report back to the board upon completion of assignments. If you are interested in finding out more about how you can get involved, please contact the Rocky Mountain Chapter at [rockymountain@iaee.org](mailto:rockymountain@iaee.org) or by calling Adrian Mabry at (303) 825-8333 or Rebecca Stevens at (303) 231-9933.