



IAEE

Exhibitions and Events Mean Business

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Exhibitions and Events

The Back Story!

Definition of Exhibition

An exhibition of products and / or services held for members of a common or related industry.
Sometimes referred to as a trade show.

The First Trade Shows

Egyptian, Greek, and Roman **marketplaces** took place at **agoras**



Middle Ages

Most Famous: Leipzig Book Fair in Germany



Renaissance Period

Some workers who made in-house goods would showcase examples of their work in **sample fairs**. Workers would take orders and distribute at a later date.

Early 1700s Daniel Defoe, author of Robinson Crusoe wrote an essay about attending such a fair for fabrics in Sturbridge, Staffordshire.



Industrial Revolution

1814 was the first recorded fair in the US. Produced in Pittsfield, MA. The Berkshire Agricultural Society hosted a showcase of agricultural and regional products.





**FAST
FORWARD**



SMARTVIERA

hulu PLUS

Ustream

YouTube

UNO

Viewstar

Panasonic

Panasonic
ideas for life

Panasonic

Happy
Holidays

For over 20 years,
Panasonic's smart living equipment
continues to tell the world about the
excitement of Olympic games.

2012





NATIONAL RESTAURANT ASSOCIATION



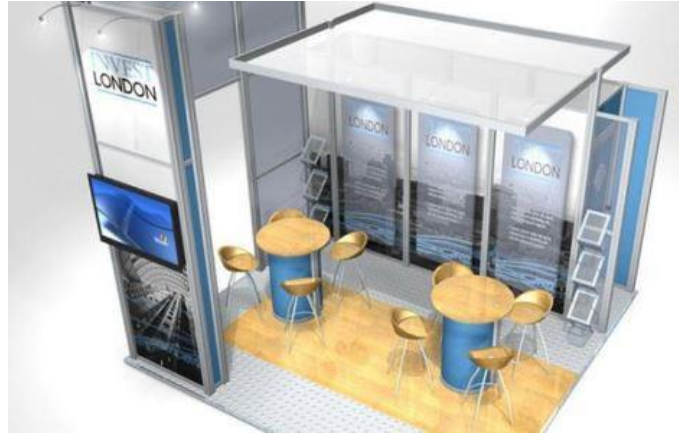


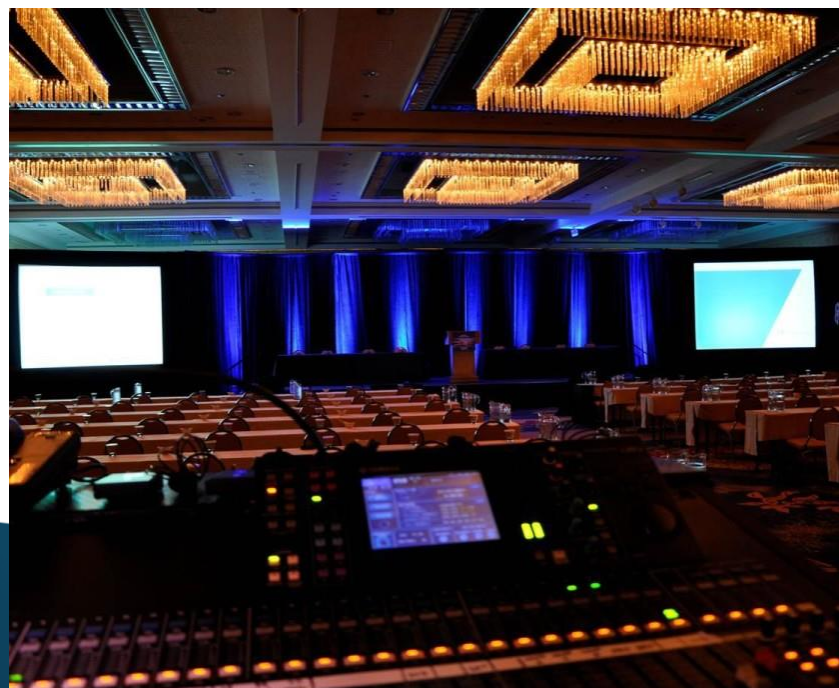






Careers In the Industry





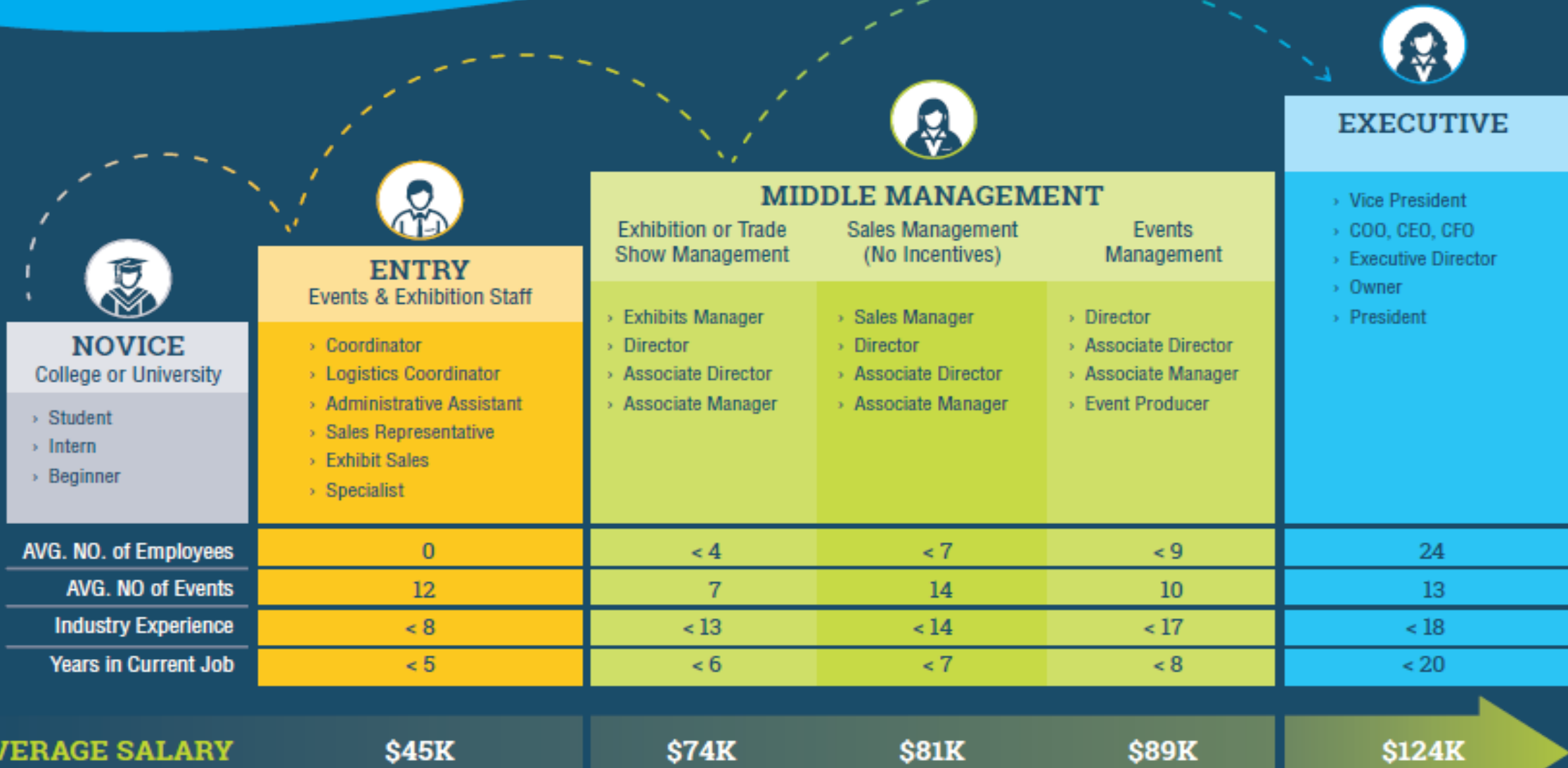
Skills Needed

Opportunities abound for individuals seeking a dynamic and challenging career in the exhibitions and events industry. Employers are looking for individuals who are enthusiastic, creative, have a good attitude and are team players. Having an entrepreneurial mindset, as well as the ability and interest to constantly look for opportunities in the marketplace for the organization, is also helpful. By their very nature, all jobs in the exhibitions and events industry require that the people employed in the industry:

- > be detail-oriented
- > have the ability to develop and follow timelines
- > be able to effectively manage multiple tasks
- > be customer-focused
- > be enthusiastic
- > have a good attitude and "can-do" spirit
- > be team-oriented
- > be a strategic planner
- > have knowledge in finance (i.e. budgeting, invoicing and collecting)
- > have an understanding of social media marketing

A CAREER IN EXHIBITIONS & EVENTS

START
HERE





The Exhibition Industry is Waiting for You!

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