



The Expo Times

Where the Southeast comes together

Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, Tennessee

February Chapter  
Luncheon - 2.27.14

*"Re-energizing your Events"*



**Melinda Kendall**  
*VP, Business Solutions*  
Freeman

**2014 Classic**  
**SAVANNAH, GA**



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## View From The Chair



2014 came quickly – at least it seemed that way to me. Every year, I look back and think how quickly the past year came and went. I know that when I look back at 2014, I will see great growth in the Chapter and recall fond moments from our events.

The Board of Directors for the Chapter has already been hard at work scheduling and planning quality educational events for you this year. I encourage you to mark your calendars early and join us at all of our luncheons.

After having a successful Classic on Hilton Head this past year, we are excited to be heading back to the beach – Savannah style. We hope you will plan on joining us for the 23rd Annual IAESE Chapter Classic July 31 – August 2, 2014. Our 2014 Classic Chair, Bob Hancock, is working on putting together a great program. If you have a door prize for donation, please contact [info@iaeese.org](mailto:info@iaeese.org) and let us know. We are also seeking sponsors for the event.

We would like to have strong and active committees representing all areas of the Chapter and have members from all of our states serving on these committees. We have several opportunities, including a new Young Professional Committee, and it is my challenge to you to “raise your hand” and serve on one or more of these committees. For a complete listing visit: <http://iaeese.org/board-of-directors/committees>. For this reason, I have designated 2014 as A Year of Hand Raising.



Along with the challenge of joining a committee, I encourage you to seek out other opportunities to volunteer. Special Olympics is a year-round sports training and athletic competition program for persons with intellectual disabilities. Volunteer at one of the events in your state and send us your photos.

I look forward to the opportunity to serve as your Chair this year and wish you wonderful events and much success for 2014. You are welcome to contact me ([barrangerk@asme.org](mailto:barrangerk@asme.org)) or any of the IAESE Chapter Board members any time we can be of assistance. Remember, when the chance arises, raise your hand and volunteer.

Kristin Barranger, CEM  
ASME International Gas Turbine Institute

## 2013 IAEE SE Chapter Board of Directors

### EXECUTIVE COMMITTEE:

Chair: Kristin Barranger, CEM, ASME, Int'l Gas & Turbine Institute  
Vice Chair: Bob Hancock, onPeak  
Secretary: Sue McCart, HFI, LLC & NECA  
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Jim Wulfkuhle, Int'l Woodworking Fair

Mark Zimmerman, GA World Congress Center

## IN MEMORIAL – BOB DALLMEYER



The trade show industry has lost a beloved icon, 50-year veteran Bob Dallmeyer, after a two-month battle with throat cancer.

Bob formed the global exhibition management company – RD International, in 1985 where he consulted for hundreds of organizations, including the National Association of Music Merchants, Kallman Worldwide, AT&T, IBM and Bartizan connect, to name a few.

Bob also was very involved in giving back to the industry, heading both the International Association of Exhibitions and Events and TSEA. Bob presented at several IAEE SE Classics over the years, was considered a true friend of the Chapter.

He was a strong advocate for education in the industry and regularly taught CEM classes, as well as "Exhibition Management" classes at George Washington University and at the World Trade Institute in New York's World Trade Center.

IAEE has set up the Bob Dallmeyer Education Fund, and his family has asked in lieu of cards or flowers to please send any gestures to the fund below.

Contributions by check can be sent to: IAEE, Bob Dallmeyer Education Fund, 12700 Park Central Drive, Suite 308, Dallas, Texas, 75251. For contributions by credit card, please contact Beverly Elliott at 1+ (972) 687-9203, or [belliott@iaee.com](mailto:belliott@iaee.com).

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If you would like to contribute an article to an upcoming edition of The EXPO TIMES newsletter, please contact the committee. Below is the deadline for the upcoming 2014 newsletter:

April 2014 Newsletter  
Deadline: March 14, 2014



## SE Chapter Calendar 2014

### **FEBRUARY 2014**

**28:** Board Meeting & Chapter Educational Luncheon  
Location: GICC

### **APRIL 2014**

**17:** Board Meeting & Chapter Educational Luncheon  
Location: GWCC  
**23–25: GAMPI EVENTERACT**  
Location: AmericasMart

### **JUNE 2014**

**14:** Jenny Melton Father's Day Run  
Location: Gainesville College  
**26:** Board Meeting & Chapter Educational Luncheon  
Location: Sheraton Atlanta

**JULY 31 – AUGUST 2, 2014 – 23rd Annual SE CLASSIC**

### **AUGUST 2014**

**25:** Jenny Melton Golf Tournament (Tentative)  
Location: Chateau Élan

### **OCTOBER 2014**

**23:** Board Meeting & Chapter Educational Luncheon  
Location: Cobb Galleria Centre

### **DECEMBER 2014**

**4:** Board Planning Meeting & Chapter Holiday Luncheon  
Location: TBA



**Topic: Re-Energizing Your Event with Behavior Science**

**Speaker:** Melinda Kendall, VP Business Solutions,

Freeman

**Location:** GA International Convention Center

Behavior science is more than the current buzzword; these findings give us terrific insight into how to best appeal to, engage, and attract our communities at events. Once you understand what makes people tick, you know how to influence and engage them. This session focuses on the practical application of behavior science for events. We will examine the latest research, talk about a particular finding, and relate it to specific event practices--both at the event and in pre-show marketing—that you can deploy today to take your event to the next level.

**REGISTRATION INFORMATION:**

**Group Registrations:**

**Receive \$10 off each additional registration in a group.**

**FEES:**

**Students:** \$10

**Member:** \$35 until 2/24/14

**Guest:** \$50 until 2/24/14

**Member:** \$45 2/25/14 and after

**Guest:** \$60 2/25/14 and after

**DETAILS:**

- Vegetarian meals must be specified in advance.
- No shows will be charged.
- Walk ups are seated based on availability
- Cancellations must be in writing.

**NO REFUNDS AFTER 2/24/14**

NAME:					
COMPANY:					
BILLING ADDRESS:					
CITY:		STATE:	ZIP:		
PHONE:		FAX:			
EMAIL:					
CASH	CHECK	VISA	MASTERCARD	AMEX	DISCOVER
:	TOTAL AMOUNT DUE:				
NAME ON CARD:			SEC:		
CARD NUMBER:			EXP DATE:		
SIGNATURE:					
RETURN TO: IAEE SE CHAPTER 1260 WINCHESTER PARKWAY, SE, SUITE 205 SMYRNA, GEORGIA 30080-6546 PHONE: 770-435-5287 FAX: 770-433-2907 EMAIL: <a href="mailto:INFO@IAESE.ORG">INFO@IAESE.ORG</a>					

**EVENT LOGISTICS**

**Date:** February 27, 2014

**Location:** Georgia International Convention Center

**Address:** 2000 Convention Center Concours, Atlanta, GA 30337

**Room:** SPANISH

**Parking:** \$5 upon entry

**Schedule:**

11:15 am – Noon – Registration/  
Networking

Noon – 1:30pm – Lunch & Program

1:30pm – Adjournment

**VENUE SPONSOR:**



**AV SPONSOR**



You can register online at:

[www.iaeese.org](http://www.iaeese.org)



July 31 - August 2, 2014

# 2014 Southeastern Classic

## Westin Savannah Harbor Resort

### July 31, - August 2, 2014

Join us for the 23rd annual Southeastern Classic in historic Savannah, Georgia. We have a created a phenomenal educational program and there will be plenty of opportunity for networking and enjoying the sites, sounds and food of Savannah.

Thank you to our sponsors: Westin Savannah Harbor Resort and Spa, Savannah International Trade and Convention Center and Visit Savannah!

*Registration opens 2/25/14*



We look forward to seeing  
you there!

## EXPO! EXPO! 2013 – A Huge Success in Houston!

The International Association of Exhibitions and Events™ (IAEE) celebrates a highly successful Expo! Expo! IAEE's Annual Meeting & Exhibition, held 10–12 December 2013 in Houston, Texas. This year's event attracted slightly more than 2,000 attendees and 246 exhibitors to the George R. Brown Convention Center.

"This year's Expo! Expo! IAEE's Annual Meeting & Exhibition is being touted as one of the best meetings we've held yet," says IAEE President and CEO David DuBois, CMP, CAE, FASAE, CTA. "I am very proud of how much we've accomplished in 2013, and am genuinely looking forward to another great year in 2014."

After a full day of education on Tuesday, 10 December, over 100 Southeastern Chapter Members and guests from other Chapters enjoyed the southern hospitality of the annual GRITZ reception. The reception included remarks from Chair Carolyn Hilderbrand and special recognition to the sponsors that made the evening reception possible: ..... Without their support, we would not have been able to have had the great spread of snacks and drinks. Later that evening, attendees enjoyed the Opening Reception where they were treated to a spectacular fireworks display over the convention center from Discovery Green in downtown Houston.

The Expo! Expo! General Session and CEM Class of 2013 Presentation on Wednesday, 11 December recognized the 174 graduates of the 2013 CEM Learning Program as they joined the ranks of the more than 2,000 CEMs worldwide who have earned and maintained their designation. Keynote speaker Larry Winget, the Pitbull of Personal Development® and Wall Street Journal/New York Times bestselling author entertained the crowd with his no-nonsense yet hilarious approach to life and business.

The General Session concluded with dancers leading the way to the Expo! Expo! show hall, featuring 36,400 net square feet of exhibit space. That evening, more than 450 attendees helped raise a record-breaking \$20,000 for Child Advocates,



Inc. of Houston by attending the fifth annual Humanity Rocks: A Celebration with a Cause at the House of Blues.

The Annual Luncheon and Awards Ceremony on Thursday opened with impromptu interviews conducted by speaker Joel Zeff, followed by a warm welcome from Vice President of Sales Operations & Market Strategy for Los Angeles Tourism Barbara Kirklighter, who invited attendees to return to Expo! Expo! IAEE's Annual Meeting & Exhibition 2014. IAEE recognized its individual award honorees, as well as Platinum Circle inductees, graduates of the IAEE Robert L. Krakoff Leadership Institute, this year's Best of Show winner from IAEE's Art of the Show Competition, the Exhibition Industry Foundation's Helen Brett Scholarship recipients and participants of IAEE's 20 Under 30 program. Special congratulations go to Southeastern Chapter Merit Award Winners Gerry Eng and Mark Sussman and John Morris, a recipient of the 20 Under 30 Program. Zeff closed the program with entertaining exercises involving audience members to demonstrate the power of teamwork and communication in the business environment. Southeastern Chapter members Kristin Barranger, Brianna Morris and John Morris joined the fun and served as stage demonstrators.

ExpoCity, the closing event for Expo! Expo! IAEE's Annual Meeting & Exhibition 2013, provided attendees the perfect platform to further develop connections made at this year's event, as well as create new ones that will flourish and reconnect next year in Los Angeles. Expo! Expo! IAEE's Annual Meeting & Exhibition 2014 will be held 9–11 December in Los Angeles, Calif. at the Los Angeles Convention Center.



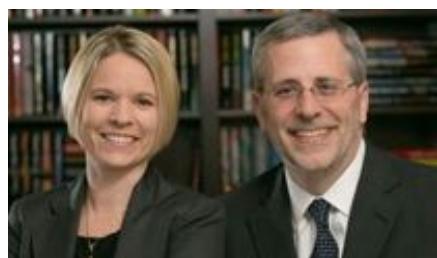
## Meetings Focus – Highlight's Atlanta

Meetings Focus highlights Atlanta's diverse and creative culinary scene, arts and culture venues, and upcoming developments as resources for meeting planners to host the perfect event in Atlanta. Group-friendly restaurants provide delicious food with ample meeting space, the fabulous Fox Theatre serves as great off-site venue for group soirees and new attractions like the National Center for Civil and Human Rights and the College Football Hall of Fame will open right in the convention district this year. Check out the links below for more information.

[Flavorful food and drink spice up Atlanta's culinary scene](#)  
[Atlanta will entertain with stand-out arts and culture venues](#)  
[Latest & Greatest – Atlanta](#)



## Atlanta's own Exposition Development Company contracted for Trade Show Development in China (reprinted from TNN's Rachel Wimberly)



Exposition Development Company, an Atlanta-based trade show consultancy firm run by industry veterans David Audrain and Stephanie Everett, has been contracted by Business One Global Trade Center (B1GTC) to develop several new exhibitions and markets in Linyi, China.

B1GTC is in the midst of building a 30 million square foot massive development that will include an exhibition and events center, permanent showrooms, service apartments, 5-star hotel, an International village, and an international brands outlet mall In Linyi, the largest wholesale market center in Northern China.

Audrain and Everett will provide the expertise and connections to develop partnerships with associations and show organizers with market sectors that wish to extend their reach into the domestic China and greater Asian markets.

ExpoDevCo also will provide teams to assist with marketing and sales to international markets, as well as bringing logistical and operational expertise to the shows to be held in Linyi. "What B1GTC is creating in Linyi is unique, and we are thrilled to be partnering with them on the development as they create what I am sure will become a new standard in the industry," said Audrain, president & CEO of ExpoDevCo.

The privately owned development will have a model in which a complete supply chain will be provided for manufacturers and suppliers, where the exhibitions, the permanent showrooms, wholesale distribution, and sales representation, are all provided in partnership through B1GTC, so that international companies have a guarantee of sales development into domestic China and greater Asian markets. "We welcome the opportunity to have the experience and knowledge that David, Stephanie and the ExpoDevCo team bring to what we are building in Linyi," said Henry Hwang, CEO of B1GTC.

He added, "We are investing billions of dollars in the creation of this new concept and business center, and we will be able to provide market access and support to international businesses and organizations of a level that has never before been available to them."

Steven Wissinger, senior vice president of global sales and marketing for B1GTC, said the \$1.5 billion development currently is in Phase I, which includes four buildings, totaling approximately 3 million square feet.

"Phase 1 will open at the beginning of August 2014, which includes our exhibition and convention center and 3 market centers with permanent showrooms," he added. "Phase 2 has just been graded and construction has begun on 6 additional market centers which will house permanent showrooms, adding another 4 million square feet. Phase 2 should be completed by December 2014."

Wissinger also said that most venues in China are government owned, while B1GTC is completely privately owned. "All major venues in China are currently majority government held companies. Being a privately held firm in China gives us enormous flexibility on how we can conduct business," Wissinger said. He added, "At the same time, Business One enjoys the full support of the local, regional and central governments."

Another major plus Audrain and Wissinger pointed out for the trade center is there will be no upfront cost to manufacturers showing their products there. "There will be virtually no risk for those exhibitors who occupy a permanent showroom in one of our first-class market centers," Wissinger added.

# EVENTERACT

APRIL 23-24, 2014 | AMERICASMART | ATLANTA



## Registration Is Now Open For Eventeract

Powered by ten of the Southeast's most powerful meeting & event associations, we are excited to announce that registration for **Eventeract** is now open! The event will feature 90,000 square feet of education, innovation, networking, all with an industry wide focus. Covered topics will include:

- Corporate and Association Events
- Meeting Design
- Meeting Planning Strategies
- Technology
- Incentives
- Sales
- DMC Services
- Food & Beverage
- Décor & Event Design
- Tactics & Design
- Audio Visual
- Revenue Management
- Revenue Management

All this and more, in one terrific downtown Atlanta location: **AMERICASMART**.

Get ready to engage, learn and network with some of the most talented, prestigious event and meeting professionals the industry has to offer. Stay up to date on event details via **Facebook** and **Twitter**.

**Register Now!**

## MAKE A SPLASH, SPONSOR TODAY!



Consider becoming a sponsor of the IAEE Southeaster Chapter and leveraging the value of IAEE's largest and most active chapter. Typically, a new year ushers in new company goals. But given the realities of 2014, many organizations still have some tough business to answer first.

- Were my company's business goals achieved with the maximum efficiency
- How can I guarantee better results next time?
- What can I do to ensure we achieve our goals in 2014

As a Chapter, we are committed to providing valuable educational programming, networking opportunities and entertaining social activities to our members. Helping companies and individuals solve the challenges of today's environment

is second only to the Chapter's commitment to making sure you are welcomed and feel that your investment is mutually rewarding.

### REASONS TO BE A CHAPTER SPONSOR!

- Support the industry and the mutual opportunities provided by IAEE Chapter and Southeastern Classic sponsorship
- Develop business through networking and the advancement of your services and products
- Achieve your goals through your company's exposure and leadership to IAEE's extensive membership

Leveraging IAEE's Southeastern Chapter sponsorship allows you to focus squarely on your company's core competencies while improving execution and delivery of your business strengths.

For more information on how to sponsor, contact the Executive Office at 770-435-5287 or [info@iaee.org](mailto:info@iaee.org)

### Thank You 2013-14 Chapter Sponsors

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**F R E E M A N**

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EST. 1733



#### GOLD

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**GICC**



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