

THE EXPO TIMES

The Expo Times

Where the Southeast comes together

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



2016 Chapter Charity



June 23, 2016 Chapter Education Luncheon



Building Bridges with
Susan Kwasniak, Sr. Strategist,
Freeman XP
The Carter Center

25th
ANNIVERSARY



ATLANTA

25th Annual Southeastern Classic

July 27-29, 2016
Sheraton Atlanta, Atlanta, GA

- April 23 Event Recap
- 2016 Chapter Charity
- 2016 Partnership Opportunities
- Chapter Happenings

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IAEE is such a valuable resource for trade show professionals. This year, more than ever, our education is very interactive. The format gives us all

the opportunity to learn from industry experts yet have engaging conversations with each other. Our Southeastern Chapter has a great line-up of educational programs, networking opportunities, and lots of fun mixed into the 2016 calendar.

Plan to attend our June 23rd luncheon at the Jimmy Carter Presidential Library and Museum. This is a fantastic setting for our Speaker Presentation. You will hear from Susan Kwasniak, Sr. Strategist, Freeman XP. She will talk about "Building Bridges". Susan is not just a strategist, she is a generation translator. She helps her clients increase revenue by creating strategies that build emotional connections between the brand and their audience. [Register Today](#)

Next up on the calendar is the 25th Anniversary of our Summer Classic Conference. We are celebrating by putting a very exciting program together for you. The Sheraton Atlanta will serve as host, and we will visit several other Atlanta venues too. Please note we have changed the day pattern this year. The Classic will

officially open on **Wednesday evening, July 27th and conclude on Friday, July 29th at noon**. This gives everyone time to get home for weekend activities with family and friends. Choose from several options for those who want to come early including a CEM course, golf, and sample shopping at AmericasMart. [Register now](#). Don't miss these important discussions and many more:

- "Want to Know the Future of the Tradeshow Industry so You can Keep Your Shows Growing & Profitable?"
- "From the Exhibitors Point of View" – Learn How They See the Future of Exhibits, Sponsorships & Attendee Engagement Experiences
- "15 Must-Have Productivity Apps"
- "Political Issues & How They Affect Our Business"
- "Active Shooters in the Workplace are the Number One Domestic Terrorism Threat in the US"
- "Content Creation & Curation"

Enjoy time with your family and friends this summer, and we look forward to seeing you soon.

Best Regards,

Sue McCart, President
HFI Event Services
 2016 IAEESE Chair

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Jenny Melton 5k and Walk - Date Change

SEPTEMBER 24, 2016



THE JENNY MELTON FOUNDATION

The Jenny Melton Foundation was established in memory of IAEE SE member, Butch Melton's daughter. Jenny, a West Hall High School senior, loved school and participated in track, cross country, Beta and Spanish Clubs. She was the 2002 Homecoming queen and was anxiously awaiting to see if she had been accepted to Duke University. Tragically, Jenny was killed in a single car accident on her way to school March 19, 2002.

Jenny's legacy lives on through the Jenny Melton Foundation. The Foundation keeps Jenny's memory working to help others do what she so wanted - to attend college!

I C Y M I

In Case You Missed It

Be sure to check out our YouTube channel for any Chapter Educational lunches you may have missed this year: <http://bit.ly/1TKrere>



2016 Calendar of Events

June 2016

- 23 - Board Meeting
- 23 - Chapter Educational Luncheon

July 2016

- 27-29 - 25th SE Classic, Atlanta, GA
- 27 - Community Service Activity
- 27 - CEM Class
- 27 - YP Meet & Greet

August 2016

- 29 - Jenny Melton Golf Tournament

September 2016

- 24 - Jenny Melton 5k Run/Walk

October 2016

- 27 - Board Meeting
- 27 - Chapter Educational Luncheon

November 2016

- 3 - Hospitality Happy Hour
- 4 - Board Planning Retreat

PUBLISHER

IAEE Southeastern Chapter Office

Editor:

Tami O. Brodie, Chapter Administrator

Publication Committee:

Kristin Barranger, CEM, ASME

Bob Hancock, *onPeak|GES*

Shyanne Robinson, *onPeak|GES*

Leigh Ann Simpson, *Society of Biblical Literature*

Mark Sussman, ACVB

Kristina Unger, CEM, CMP, *Georgia Girl Management & Events, LLC*

Jim Wulfekuhle, *IWF*

IAEE Southeastern Chapter

1260 Winchester Parkway, SE, Suite 205

Smyrna, GA 30080-6546

P | 770.433.4137 F | 770.433.2907

E | info@iaeeese.org

W | www.iaeeese.org

Twitter: <https://twitter.com/IAEESE>

Facebook: <http://bit.ly/1TBZBza>

YouTube: <http://bit.ly/1TKrere>

If you would like to contribute an article to an upcoming edition of The EXPO TIMES newsletter, please contact the committee at info@iaeeese.org. Below is the deadline for the upcoming 2015 newsletter:

June 2016 Newsletter

Deadline: June 15, 2016



More events will be posted soon. Be sure to check the website for any updates.

Chapter Educational Luncheon



BUILDING BRIDGES

JUNE 23, 2016

Building Bridges - Working with the Next Generation

REGISTER NOW

Presented by Susan Kwasniak, Sr. Strategist, Freeman



Susan is not just a strategist, she is a generation translator. She helps her clients increase revenue by creating strategies that build emotional connections between the brand and their audience. As event audiences get younger and younger, her ability to understand, and connect generations is the key to her success.

Susan understands that modifying event strategies to attract millennials is smart, and forward thinking. Smart Crowdz and AppFolio both source Susan as an expert on the topic of effectively reaching millennials. She has contributed to the insights paper "Preparing for Generation Z, What Event Marketers Should Know Now", and the blog article "Why You Should Millennialize Your Event Strategy."

With over twenty years of experience creating dynamic strategies, Susan combines creative vision with tireless enthusiasm, making her an innovative marketer whose strategies not only help increase brand awareness and preference, but also generate return on investment.

REGISTRATION FEES:

*\$10 discount per attendee
when you register as a
group.*

Members:

\$40 on or before 6.20.16
\$50 after 6.20.16

Guest:

\$50 on or before 6.20.16
\$60 after 6.20.16

Students:

\$10

LOCATION

The Carter Center
453 Freedom Pkwy NE,
Atlanta, GA 30307

Room: TBA

Parking: Free



SCHEDULE

11:15AM - 1:30PM
11:15AM - Registration &
Networking
12:00PM - Seated for Lunch
12:30PM - Program
1:30PM - Adjournment

REGISTRATION POLICIES

Please note the following registration policies:

- Vegetarian Meals must be specified in advance
- Reservations are required
- No shows will be charged
- Please send payment prior to the meeting
- Walk ups are seated based on availability

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CHAPTER CHARITY



April 23, 2016 Event Recap

The April educational luncheon focused on the exhibition industry's challenges and opportunities. Cathy Breden's, CAE, CMP, EVP and COO of IAEE, state of the industry identified trends and addressed how they will shape the organization of future exhibitions and events. She explained events are more than giveaways, networking, finding out who is speaking and what parties to attend. The future, includes acquiring more attendees, keeping them engaged, managing exhibitor sales and marketing effectively. To stay relevant, the show floor has to be different every year and morph into an engaging and dynamic experience that provides high levels of energy through technology.

She explained how we now know that there is a growing range of generations in the larger workforce and the global exhibition industry. An ease of access to social media can be attributed to engagement and participation surrounding decision making. Because of this, the show experience is being customized to target different generations using technology. Also, communities are becoming much more culturally diverse and these cultural shifts will have an impact. By using technology, we were reminded that 'Big Data' can be collected to help create a more 'personalized experience' for event attendees, which ultimately provides us with a sense of value before, during, and after an event

has ended. Some of the technology systems that are being used include mobile device data capture, (Near Field Communication, iBeacon and RFID.) Once we are able to collect the data, reports and technology should be our main focus as event professionals.

Cathy discussed how modern day threats such as terrorist attacks, public demonstrations, and hackers gaining access to proprietary information can affect our ability to stay focused on our events. In an effort to combat this, exhibition organizers and venues must work together to ensure appropriate training and plans are in place.

After the presentation, Cathy moderated a tabletop discussion. At the end of the exercise, a representative from each table shared their collective outcomes.

It was really neat to hear each group's answers. The feedback included actual experiences which made for really in-depth discussions. It was intriguing to hear the differences of opinions from group to group, while the overall tone was casual and informative—we even had a few good laughs.

-Andrew Herrington,
onPeakGES



Thank you to our event sponsors:



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EVENT TECHNOLOGY SPECIALISTS



2016 Chapter Charity - American Cancer Society Winn-Dixie Hope Lodge



Everyone has been affected by cancer, whether its a family member, a friend, colleague, your favorite celebrity, or even yourself. We have all been touched by this disease. In 2015, there was an estimated 1,658,370 new cancer cases diagnosed and 589,430 cancer deaths in the US. Cancer remains the second most common cause of death in the US, accounting for nearly 1 of every 4 deaths.

During the April 28, 2016 Chapter Luncheon we raised \$180! The money collected went to the American Cancer Society's Relay for Life Million Dollar Day Campaign. We are so glad that we were able to contribute to this program and thank you for your donations!

It's not too late to give! Relay for Life is taking place throughout the year. Simply click the link below, find a relay and donate. Every dollar goes toward helping to save 1 more life!



[**DONATE TODAY**](#)

In more than 5,200 communities and 20 countries, Relay For Life events comprise the signature fundraiser for the American Cancer Society. Each Relay For Life event is special to its community, but the movement's true power lies in the combined commitment of thousands of participants, volunteers, and supporters to help the American Cancer Society save lives from cancer.

Every year, the Relay For Life movement raises more than \$400 million. The American Cancer Society puts these donations to work, investing in groundbreaking research in every type of cancer and providing free information and services to cancer patients and their caregivers. We're fighting for every birthday threatened by every cancer, in your community and everyone else's.

WHAT YOUR DOLLARS WILL DO

BECAUSE OF YOUR SUPPORT

THE AMERICAN CANCER SOCIETY IS THERE FOR PEOPLE IN EVERY COMMUNITY.



GROUNDBREAKING CANCER RESEARCH

We're investing in innovative cancer research to better understand, prevent, and treat the disease.



COMPREHENSIVE SUPPORT

We're supporting people as they fight cancer by providing 24/7 phone support, rides to treatment, places to stay during treatment, or even just a hand to hold.



EARLY DETECTION & PREVENTION

We're helping people take steps to reduce their cancer risk or find it early when it's easier to treat.



HELP US SAVE LIVES TODAY!
Give now at
RelayForLife.org

F I G H T C A N C E R

YOUNG PROFESSIONALS

#iaeeyp

• LEARN
• CONNECT
• GROW

YOU'RE INVITED
to a



YP

MEET
AND
GREET

25th ANNUAL SOUTHEASTERN CLASSIC
July 27, 2016 | 5:00 PM - Sheraton Atlanta

Fandangos Bar

MEET A YP! - Andrew Herrington



Andrew is an Account Executive with onPeak|GES and has been working in the event industry in Atlanta for about 4 years since graduating with his B.B.A. in Marketing from Georgia College in 2012. He has 6 years of hospitality & restaurant experience through high school and college. Andrew will be going back to school in Fall 2016, at Georgia State to pursue a Masters in Global Hospitality Management (MGHM).

If you or know of someone who would like to be featured in this section, please submit a bio and headshot to info@iaeese.org. We look forward to getting to know you!

What's Happening?

7-8 June 2016
Washington, D.C.

#ExhibitionsDay

www.exhibitionsday.org
★★★★★

About Exhibitions Day 2016

Now in its third year, Exhibitions Day will take place June 7-8 in Washington, D.C. Once again, industry members will come together to foster relationships and build awareness with federal legislators and other policy influencers on Capitol Hill. Last year, more than 100 members of our industry gathered on Capitol Hill to advocate for exhibitions and events, which are a vital tool the success of our free enterprise economy. Due to the success of Exhibitions Day over past two years, organizers will seek to expand the industry's awareness to a global audience by creating the first ever "Global Exhibitions Day" on June 8, 2016. Global Exhibitions Day will celebrate the individuals working within the vibrant exhibitions industry and highlight the key roles exhibitions play in spurring innovation and competition among companies and stimulating the development of international trade across the globe.

For our U.S. colleagues, we ask you to once again join us as we meet face to face with our nation's political leaders and give a voice to the exhibitions and events industry. Addressing the matters that impact our industry is crucial to allowing our industry to continue to do its part for our national economy. We want to incite change, and that change is only possible with you by our side.

Exhibitions Day Schedule

Tuesday, 7 June

1:00 – 5:00 p.m. Registration (Westin)

2:30 – 4:30 p.m. Orientation (Westin)

4:30 – 6:00 p.m. Reception (Westin)

[Click Here to Register for
Exhibitions Day 2016!](#)

Wednesday, 8 June

7:00 – 10:00 a.m. Continental Breakfast (Westin)

7:45 a.m. Shuttles Begin (all attendees from Westin)

8:30 a.m. Appointments on Capitol Hill Begin! (all attendees)

4:00 – 6:00 p.m. Appointment Celebration Meet Up (Bullfeathers)

WE WANT TO PARTNER WITH YOU!

Join the IAEE Southeastern Chapter as a partner and leverage the value of one of IAEE's largest and most active chapters!

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 PARTNER!

SUPPORT the industry and the mutual opportunities provided by the IAEE Chapter and Southeastern Classic sponsorship

DEVELOP business through networking and the advancement of your services and products.

INCREASE your company's exposure to the leaders in the industry.

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

PARTNER BENEFITS

- **Distribution** of promotional materials at meetings
- **Acknowledgment of partnership** through ribbons on badges for each company attendee
- **Logo and Sponsorship level recognition** at Chapter events
- **Rotating banner** signage on the Chapter website
- **Inclusion** in Chapter blast and newsletter recognition
- **Summer Classic recognition through:**
 - the Classic program book
 - the Classic signage
 - promotional chair drops

LET US CUSTOMIZE A PACKAGE FOR YOU!

**Get connected,
get involved.**

**Jim Wulfkuhle, Chair
IAEE SE Sponsorship Committee
jim@iwfatlanta.com**

**IAEE SE Chapter Executive Office
770-433-4137
info@iaeeso.org**

**Make checks payable to:
IAEE SE Chapter and mail to
1260 Winchester Pkwy, SE Ste. 205
Smyrna, GA 30080-6546**



2016 Partnership Opportunities

Pinnacle Level

\$8,000

- Chapter Sponsor - Platinum Level**

- GRITZ Reception Sponsor

- Jenny Melton Memorial Golf Tournament Sponsor

- Southeastern Classic Sponsor

Diamond Level

\$5,000

- Chapter Sponsor - Gold Level *

- GRITZ Reception Sponsor

- Jenny Melton Memorial Golf Tournament Sponsor

- Southeastern Classic Sponsor

CHAPTER LEVELS

Partner Benefits plus:

**** Platinum - \$3300**

2 tickets to SE Classic, 2 tickets to 5 chapter luncheons. 1 full page ad in 2 newsletters, 1 infomercial at chapter meeting.

*** Gold - \$2800**

1 ticket to SE Classic, 2 tickets to 3 chapter luncheons, 1/2 page ad in 1 newsletter.

Silver - \$1700

2 tickets to 2 chapter luncheons, 1/4 page ad in 1 newsletter.

Bronze - \$1000

2 tickets to 1 chapter luncheon

EVENT LEVELS

Partner Benefits plus:

GRITZ Reception \$1500 (2 available)

1 full page ad in Chapter newsletter, Banner ad on the Chapter website for 60 days, Logo table cards, inclusion of sponsor name/logo on hotel lobby meter boards, podium time during reception, logo on all event correspondence.

Jenny Melton Golf Tournament

Awards - \$1000 (2), 19th Hole Reception - \$500 (4), Beverage Cart - \$400 (5), Breakfast -\$350 (3), Hole In One - \$300 (1), Lunch - \$250 (4), Hole - \$200 (16),
IN-KIND: Door Prizes (unlimited), Grand Drawing Prizes (3)

Southeastern Classic

Lunch - SOLD, Breakfast - SOLD, Speaker - \$1000 (2), Breaks - \$500 (2)
IN-KIND - Goody Bags (100), Transportation, Door Prizes (40)

CONTRIBUTING LEVEL

\$100 - \$900

This is a special level for those individuals/small companies that would like to show their support of the Chapter.

Thank You 2016 Chapter Sponsors



**AV
SPONSOR**



**Atlanta Convention Center
at AmericasMart**



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Chapter Sponsors:

Platinum

F R E E M A N



Gold



Silver



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Event

