

ECEEF 2011 SUMMARY

The 10th Exhibition and Convention Executives Forum (ECEEF), held June 1, 2011 at the JW Marriott in Washington, DC was the most successful ECEEF ever. Almost 200 association and business media executives gathered together for networking and educational sessions to focus on increasing revenue and the relevance of their own events.

This year, we had two exciting keynotes: Gary Shapiro, President & CEO, Consumer Electronics Association, who explained how to innovate events to be competitive and Adam Hartung, Managing Partner, Spark Partners, who provided a powerful session on why creating disruptions within an organizer's team will help keep an event profitable and relevant.

Plus, we had a full day of interactive presentations by the following speakers: Hal Vandiver, Material Handling Institute of America; Mary Pat Heftman, National Restaurant Association; Amy Nichols, Dogtopia; Tammy Blossil, ASAE: The Center for Learning; Helen Marano, USDOC; and Bridger McGaw, USDHS. For the fourth year in a row, Wayne Jacobs of Jacobs Jenner & Kent led the executive learning sessions.

To ensure the continuity of the ECEEF experience, this is a summary that captures all the sessions. I encourage you to share it with your colleagues. I look forward to welcoming you back to the JW Marriott next year on May 30 for ECEEF 2012.



Sam Lippman
 Producer, ECEEF, Large Show Roundtable, and Attendee Acquisition Roundtable
 President, Integrated Show Management & Marketing

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ECEEF Silver Sponsor:





Tammy Blosil
Vice President, Online Learning, *ASAE: The Center for Association Leadership*

Tammy Blosil has many years experience creating business solutions and organizing business processes by combining technology and adult learning concepts with a focus on the customer experience. Tammy developed the online learning strategy for ASAE: The Center for Association Leadership, connecting its organizational strategy to the power of virtual education. As the architect who designed the first-of-its-kind online university specifically for association executives and related professionals, Tammy developed CenterU Online to connect learning with knowledge using a blended approach. Regularly evaluated in the top percentile, CenterU Online has been a tremendous success for ASAE.

Tammy and her team oversee an annual budget that has reached into the millions over a few short years. Her most recent undertaking included the development of ASAE's premier hybrid conference, the 2010 ASAE Virtual Annual Meeting; over thirty-three hours of education is broadcasted live from Los Angeles, CA in three consecutive days.



Adam Hartung
Managing Partner, *Spark Partners*

Adam has 20 years of practical experience in developing and implementing strategies to take advantage of emerging technologies and new business models. He has helped redefine the strategies of companies such as General Dynamics, Deutsche Telecom, Air Canada, Honeywell, BancOne, Subaru of America, Safeway, Kraft, 3M, and P&G.

Before joining Spark Partners, a strategy and transformation consultancy, Adam spend eight years as a Partner in the consulting arm of Computer Sciences Corporation, where he led their efforts in Intellectual Capital Development and e-business. He has also been a strategist with The Boston Consulting Group, and an executive with PepsiCo and DuPont in the areas of strategic planning and business development.

Adam writes, consults, and speaks worldwide. He recently published the book, *Create Marketplace Disruption: How to Stay Ahead of the Competition*, which helps leaders and managers create evergreen organizations that produce above-average returns. His MBA is from Harvard Business School.



Mary Pat Heftman
Executive Vice President, *Convention National Restaurant Association*

Mary Pat is responsible for planning, producing and promoting the annual National Restaurant Association Restaurant, Hotel-Motel Show (NRA Show) and the International Wine, Spirits & Beer Event at the NRA Show, the largest food and beverage tradeshow in North & South America. She also oversees contracting for all Association meetings. Her expertise has led to the development of new and innovative Show events over the last 20 years, pushing the NRA Show out front as a leader in the hospitality industry.

Mary Pat has been the chairperson of the Major American Trade Show Organizers (MATSO), serves on the Board of Directors of the Professional Convention Management Association (PCMA), Board of the Center for Exhibition Industry Research (CEIR), and as a member of the International Association of Exhibitions and Events (IAEE): Strategic Public Relations Task Force. She has served on committees of the Midwest Chapter of IAEE, co-chaired the PCMA Exhibits and Trade Show Task Force, and been a member of the Council of Hotel & Restaurant Trainers (CHART) Advisory Council. In 2009, Mary Pat won the Trade Show Exhibitors Association's new "Exhibitors' Choice" Red Diamond Award for Favorite Show Manager, and Tradeshow Week named her one of the Top 15 Association Show Managers.

Mary Pat has a BBA degree in marketing and management from St. Mary's College, Notre Dame, Indiana.



Wayne H. Jacobs
CEO & Director of Research, *Jacobs Jenner & Kent*

Wayne leads an international marketing and marketing research company in the exhibition industry. He is a much-published author of research and international marketing studies with more than 25 years of experience in the design, data collection, analysis and presentation of qualitative and quantitative market research. He has conducted "state-of-the-industry" studies for clients such as Exhibition and Convention Executives Forum (ECEEF) and the Consumer Electronics, Business Products, Manufacturing Technology, and Residential/Commercial Building Industries.

Wayne also moderates approximately 200 focus groups per year and teaches classes on the use and practice of qualitative research. He is a market research advisor to the American Red Cross, and a member of the American Marketing Association, International Association of Exhibition and Events, and Marketing Research Association.



Sam Lippman
President and Founder, Integrated Show Management & Marketing

Sam provides executive level consulting in strategic planning, marketing and management to the convention and exhibition industry. He is also a skilled facilitator for customer advisory groups and boards of director. Before launching his company, he was Vice President of the Graphic Arts Show Company (GASC), producing megashows such as PRINT and GRAPH EXPO, as well as regional shows. Before GASC, he was Group Vice President of the Consumer Electronics Shows, managing CES winter and summer, and creating new shows such as High End Audio and CES Mexico. His first show management job was with the National Computer Conference from 1980 to 1984. He started his career with United Exposition Service Company (now GES), producing shows in Chicago, Detroit and New York City.

Sam was presented an IAEE merit award for his contributions to education for the convention and exhibition industry. He is an international speaker, author and teacher, and is often quoted by the media. He earned his facilitator certificate from the A.C.Nielsen Burke Institute and is an adjunct lecturer on marketing and producing exhibitions at George Washington University. He is a graduate of the University of California at Santa Barbara.



Helen Marano
Director, Office of Travel and Tourism Industries Department of Commerce

Helen heads the National Tourism Office for the U.S. on behalf of the Department of Commerce. Her organization is part of the International Trade Administration of the department. She oversees the International Tourism Promotion program for Commerce, policy and advocacy issues affecting tourism industries in the U.S., and the statistical center on international travel and tourism for the country, incorporating the economic impact and forecasting of international travel and trends.

With more than 25 years experience in product and market development and research, Helen is also responsible for technical assistance to the industry in helping companies enter the international marketplace to increase exports and to encourage product and economic development in the United States.

Prior to joining the Office of Travel and Tourism Industries, Helen was the Director of Research and Policy and Planning for the U.S. Travel and Tourism Administration (USTTA) where she performed similar duties. She was responsible for establishing the research department for the Orlando Convention and Visitors Bureau in Orlando, Florida, using her expertise and previous experience at the Gallup Organization.



Bridger McGaw
Director Office of the Private Sector, Department of Homeland Security

Bridger came to DHS as a presidential appointee serves as the Director of the Private Sector Office. He joined the Department of Homeland Security, as a presidential appointee, after four years at Booz Allen Hamilton where he supported numerous homeland security clients on issues relating to state, local, tribal, and private sector coordination and information sharing, public affairs, cyber security, pandemic preparedness, transportation security, and intelligence analysis. From March to October 2009, he served as Acting Assistant Secretary of the Private Sector.

Prior to joining Booz Allen, Bridger held several government positions including Policy Fellow to Chicago Mayor Richard Daley, Press Secretary to Congressman Marty Meehan, and Assistant Press Secretary to Vice President Al Gore. From 1998 to 2001, he served in the Clinton Administration as a Public Affairs Officer to Secretary of Defense William Cohen. He was awarded the Secretary of Defense Medal for Exceptional Public Service in 2001 and the Secretary of Defense Award for Outstanding Achievement in Public Affairs in 1999.

Bridger holds a Masters in Public Policy from the John F. Kennedy School of Government, an AB in Government from Harvard College, as well as a certificate in Community Preparedness and Disaster Management from the University of North Carolina at Chapel Hill. He is a member of the Washington, DC Community Emergency Response Team, Infragard, International Association of Emergency Managers, and Council on Emerging National Security Affairs.



Amy R. Nichols
Founder and CEO, DOGTOPIA

An avid dog lover with a keen business sense, Amy founded Dogtopia in 2002. Two years later, the original location in Tysons Corner, VA, grossed more than \$1 million. In 2005, Amy franchised Dogtopia nationally. To date, there are 23 locations across the country. The company has been included on the INC 5000 list of the fastest growing companies in America for three consecutive years.

Amy has been featured on the CBS Early Show, CNN, ABC, NBC and Fox news channels and in The Wall Street Journal, USA Today, The Washington Business Journal, The Washington Post, Franchise Times, and People Magazine. In 2009, she testified before a congressional panel on the impact of legislation on small business. In 2007 and 2008, she was a lecturer on franchising at the University of Maryland. Amy is the recipient of Enterprising Women magazine's "2006 Enterprising Woman of the Year" and in 2008, she was recognized by the Washington Business Journal as a "Woman Who Means Business."



Gary Shapiro
President and CEO, Consumer Electronics Association

Gary is president and CEO of the Consumer Electronics Association (CEA)®, the U.S. trade association representing over 2,000 consumer electronics companies and owning and producing the continent's largest annual tradeshow, the International CES®.

Gary led the industry in its successful transition to HDTV and also led the manufacturers' battle to preserve the legality of recording technology and consumer fair use rights. Gary has held many exhibition industry leadership posts, and received the exhibition industry's highest honor, the Pinnacle Award. He is a member of many Boards and commissions and has been recognized by the U.S. Environmental Protection Agency as a "mastermind" for his initiative in helping to create the Industry Cooperative for Ozone Layer Protection (ICOLP). Gary has testified before Congress on technology and business issues more than 20 times. *Washington Life* magazine has named him one of the 100 most influential people in Washington. Also, CEA has won many awards as a family friendly employer and one of the best places in Virginia to work.

Gary authored the 2011 bestselling book *The Comeback: How Innovation Will Restore the American Dream* (Beaufort) and is married to Dr. Susan Malinowski, a retina surgeon.



F. Hal Vandiver
President, Vandiver and Associates, Inc.

Hal provides economic research, market analysis, strategic planning and executive management services to capital goods producers, trade associations, exhibition organizers, convention & visitors bureaus and exhibition centers. From 1993 through 2010, Hal served the Materials Handling Industry of America directing strategic planning, business development, membership, exhibition management, while serving as the Chief Economist for the industry. Hal was responsible for achieving record membership levels, repositioning and growing the North American Material Handling Show & Conference, delivering a record-breaking ProMat® 2009 in the face of the recession. He organized the first collocated events for MHIA, ProMat® 2011 and Automate™ 2011 and was responsible for the overall concept, research, strategy, business case, branding, positioning and product launch for MHIA's newest exhibition, MODEXSM which will debut in 2012.

From 1971 until 1993, Hal served Fortune 100 capital goods producers in marketing, strategic planning, manufacturing, materials/logistics and general management in the material handling and the non-residential construction industries. He is a member of the National Association of Business Economists (NABE), the International Association of Exhibitions & Events (IAEE), and the America Society for Association Executives (ASAE) and serves on the United States Federal Reserve Board's (Richmond Division) Quarterly Economic Roundtable for the office in Charlotte, NC.



CB Wismar
Vice President, Events, AARP

CB Wismar is the Vice President of Events for AARP, the 40 million member organization for Americans over 50. He brings a unique background of creative/production, client services, and marketing to manage an internal agency that creates and executes both inward and outward facing events, including Life@50+ AARP's National Event and Expo. CB is constantly on the lookout for new technology and ideas that help people live their best life at 50-plus.

Prior to joining AARP in 2008, CB was a principle at both PGI and Carlson Marketing for almost 20 years. He designed, wrote, and implemented campaigns for business-to-consumer, association, government, and non-profit clients. Some of his clients included IBM, Xerox, ExxonMobil, Delta Airlines, and others. CB started his career as a film and television producer creating, distributing, and licensing family and animation content and was a multiple EMMY nominee and Academy Award finalist.

Promoting Innovation Through Your Events

Gary Shapiro

- Economic growth can be improved through innovation
- Your event can inspire innovation by:
 - Hiring the best people
 - Position your event to highlight emerging trends
 - Provide at least 3 new experiences for each event
 - Focus on attendee/exhibitor customer service
 - Create a corporate culture for success



Gary Shapiro keynotes ECEEF 2011 with his talk on Promoting Innovation Through Events.

How to Use Macro Business Cycles to Budget and Plan Your Event

Hal Vandiver

- Exhibitors and attendees act as innovators and consumers
- Focus on a select set of leading indicators and monitor consistently
- Use existing resources for forecasting
- Produce an industry/market forecast at least annually
- Factor this into your planning process



Hal Vandiver talks about Using Business Cycles to Predict Event Outcomes.

How the NRA Show Energized its Sales & Marketing

Mary Pat Heftman

- Assess your current situation
- Set goals and make them accountable
- Be willing to invest
- Plan, recruit, and train
- Celebrate success



Mary Pat Heftman provided an insightful session on Sales and Marketing from her experiences at the National Retail Association.

Face to Face Marketing Grew My Business *Amy Nichols*

- Focus on the value of interaction with attendees and exhibitors
- Create energy in your event
- Retention is easier than acquisition
- Embrace social media, don't fight it



Amy Nichols talks about how events help her grow Dogtopia.

Virtual Events *Tammy Blosil and CB Wismar*

- Know why you are doing a virtual event
- Have support from within, top to bottom
- Content must be "digestible" by attendees
- Focus on the future, not today
- Give the event a 2 - 3 year run for true evaluation



Tammy Blosil and CB Wismar lead a session on Hybrid Events.

International Travel Update *Helen Marano and Bridger McGaw*

- Business/convention travel to the US increased slightly in 2010 and is forecast to increase in 2011
- Visa posts are being staffed up and requirements reviewed in critical countries
- Take advantage of the Global Entry program
- Provide feedback to local ports
- Start partnerships with local ports of entry



Helen Marano and Bridger McGaw provide the government's update and initiatives on International Travel.

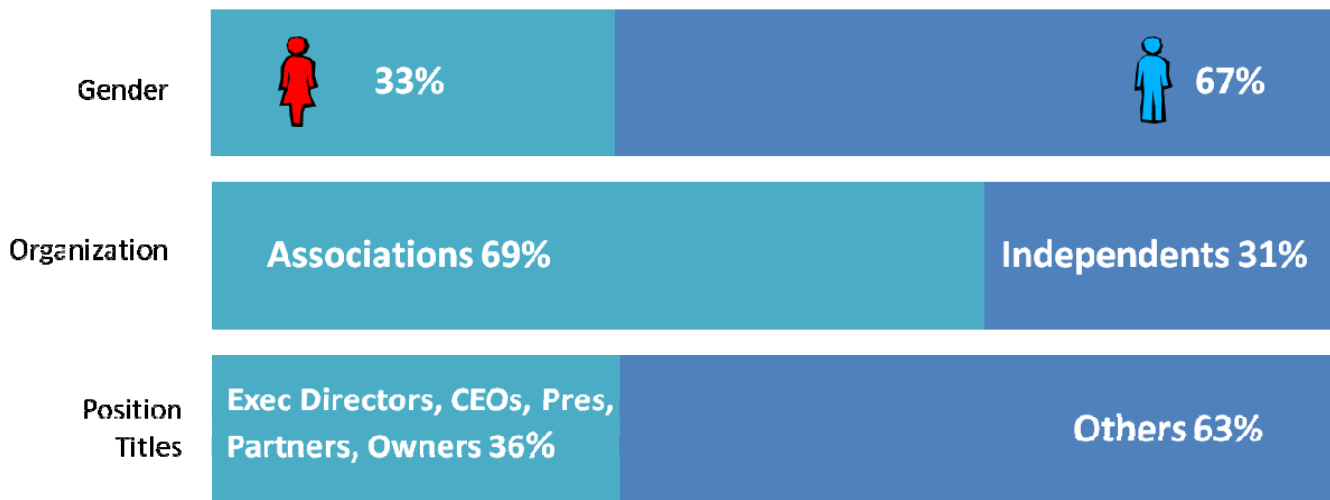
Creating Internal Disruptions to Grow Your Conventions and Exhibitions
Adam Hartung

- Move beyond what you have done before
- Get out of your comfort zone
- Unleash the potential of your customers and your organization



In the closing keynote session, Adam Hartung uses this outdated cellphone model to explain what can happen when companies ignore signs of the market shifting.

2011 ECEEF ATTENDEE PROFILE



Final Attendees

Julie Ackerman	Senior Director, <i>PMMI</i>
Doug Archibald	Vice President, <i>Ungerboeck Software International</i>
Patricia Areno	Senior Vice President, <i>BOMA International</i>
David Audrain	President, <i>Messe Frankfurt North America</i>
Tania Babiuk	Account Executive, <i>Expo Magazine</i>
Charlie Baisley	Show Director, <i>Nielson</i>
Valerie Barton	Executive Director, <i>American Bankers Insurance Association</i>
Jack Benson	Chief Commercial Officer, <i>Water Environment Federation</i>
Doreen Biela	Director, <i>LightSpeed</i>
Cameron Bishop	President & CEO, <i>Ascend Integrated Media</i>
Jenny Blackford	Director, <i>AGMA</i>
Tammy Blossil	Vice President, <i>ASAE</i>
Kathleen Blouin	Senior Vice President, <i>National Business Aviation Association</i>
Mark Bogdansk	Senior Director, <i>National Retail Federation</i>
Cathy Breden	Executive Director, <i>CEIR</i>
Andrew Broom	Vice President, <i>AOPA</i>
Chris Brown	Executive Vice President, <i>National Association of Broadcasters</i>
Rochelle Burt	Managing Director, <i>Lightfair International</i>
Tony Calanca	Executive Vice President, <i>Advanstar Communications</i>
Mark Cannon	Deputy Executive Director, <i>APCO International</i>
Thomas Carbott	Vice President, <i>Material Handling Industry of America</i>
Deborah Castor	Vice President, <i>The Vision Council</i>
Diedra Cauley	Director, <i>National Shooting Sports Foundation</i>
Judy Chambers	Sales Executive, <i>LVCVA</i>
Barnabas Chia	Director, <i>Pico</i>
James Chia	Chairman, <i>MP International</i>
Jason Chudnofsky	President, <i>CrossTech Media</i>
Kathleen Cochran	Vice President, <i>National Association of Health Underwriters</i>
Ted Coene	Co-President, <i>Group C Media</i>
Sharyn Collinson	Managing Director, <i>Fixation Marketing</i>
Mike Cooke	Chairman, <i>Hut 2 Hut Events</i>
Margaret Core	Managing Director, <i>Biotechnology Industry Organization</i>
Jill Cornish	President & Publisher, <i>Association Trends</i>
Skip Cox	President, <i>Exhibit Surveys Inc.</i>
Wayne Crawford	Vice President, <i>Clarion Events</i>
Michael Currier	Vice President, <i>National Association of Home Builders</i>
Al Damico	COO, <i>InfoComm International</i>
Thomas Dammrich	President, <i>NMMA</i>
Alex DeBarr	President, <i>NaylorCMG</i>
Carol Dodds	Vice President, <i>Aircraft Owners and Pilots Association</i>
Chris Dolnack	CMO & Senior Vice President, <i>National Shooting Sports Foundation</i>
Steve Drew	Assistant Executive Director, <i>Radiological Society of North America</i>
Doug Ducate	President & CEO, <i>CEIR</i>
Hugh Easley	Vice President, <i>National Association of College Stores</i>
Duane Eaton	Senior Vice President, <i>Produce Marketing Association</i>
Sharon Enright	Vice President, <i>Business Journals</i>
Marcel Ewals	Managing Director, <i>Asia Congress</i>
Pat Fallon	Vice President, <i>CompuSystems</i>
Lou Friedmann	Co-Founder, <i>Bizy</i>
Terry Friesenborg	Senior Vice President, <i>InfoComm International</i>
John Gallagher	Senior Vice President, <i>E.J. Krause & Associates</i>
Mariana Gallo	Director, <i>IMN Solutions</i>

2011 FINAL ATTENDEES

Derek Gaskins	Vice President, NACS
Dave Gilbert	COO, <i>National Restaurant Association</i>
Jack Goldman	President & CEO, <i>Hearth, Patio and Barbeque Association</i>
Ed Greene	CEO, <i>The Vision Council</i>
Christie Greenleaf	Vice President, <i>Freeman</i>
Beth Grossman	Chief Learning Officer, <i>ACORD</i>
Kerry Gumas	CEO, <i>Questex Media Group</i>
Anne Halal	Vice President, <i>American Meat Institute</i>
Nicole Hallada	Senior Director, <i>Association of Equipment Manufacturers</i>
Robert Harar	Chairman, <i>National Trade Productions</i>
Jennifer Hardee	National Sales Manager, <i>Freeman</i>
Adam Hartung	Managing Partner, <i>Spark Partners</i>
Nancy Hasselback	President & CEO, <i>Diversified Business Communications</i>
Jeni Hatfield	Director of Marketing, <i>Society of the Plastics Industry</i>
Josh Haynie	Vice President, <i>Freeman</i>
Mary Pat Heftman	Executive Vice President, <i>National Restaurant Association</i>
Jenn Heinold	Director, <i>Access Intelligence</i>
Lawson Hockman	Vice President, <i>IMN Solutions</i>
Jennifer Hoff	Executive Director, <i>National Trade Productions</i>
Delores Howard	Assistant Executive Director, <i>National Science Teachers Association</i>
Karen Howe	Executive Director, <i>National Safety Council</i>
Michael Howe	President, <i>onPeak</i>
Bob Hughes	Vice President, <i>National Association of Convenience Stores</i>
Duane Huisken	Director, <i>IAPMO</i>
Wayne Jacobs	President, <i>Jacobs, Jenner & Kent</i>
Chris Jacobson	Cross Media Specialist, <i>Cross Media Resources</i>
Rajiv Jain	President & CEO, <i>a2z</i>
Teri Jarvie	Vice President, <i>Association Forum of Chicagoland</i>
Britton Jones	President & CEO, <i>Business Journals</i>
Bill Karabel	Vice President, <i>Freeman</i>
Jim Kelty	Director, <i>Airways Freight Corp.</i>
Dave Kovaleski	Senior Writer, <i>Association Meetings</i>
Ned Krause	President & CEO, <i>E.J. Krause & Associates</i>
Tanya Krochta	Vice President, <i>ACORD</i>
David Lawton	Vice President, <i>Convention Data Services</i>
Rob Lee	Vice President, <i>ASAE</i>
Tony Lee	Vice President, <i>Craft and Hobby Association</i>
Heather Lee Landers	Assistant Vice President, <i>CTIA-The Wireless Association</i>
Judy Lewis	Associate Director, <i>American Diabetes Association</i>
Kimberly Lewis	Vice President, <i>U.S. Green Building Council</i>
Susan Littleton	Vice President, <i>Consumer Electronics Association</i>
Peggy Liu	Senior Sales Executive, <i>JW Marriott Washington DC</i>
Phil Louis	President, <i>Map Your Show</i>
Laurie Lutz	Senior Director, <i>Consumer Electronics Association/CES</i>
Robbi Lycett	Vice President, <i>Biotechnology Industry Organization</i>
Catherine Lyons	Senior Vice President, <i>International Sleep Products Association</i>
Mike Mahaffey	Vice President, <i>Freeman</i>
Rita Malek	Global Sales Manager, <i>International Council of Shopping Centers</i>
Helen Marano	Director, <i>Department of Commerce</i>
Dave Martin	Vice President, <i>Electronic Retailing Association</i>
Illana Maze	Senior Vice President, <i>National Association of Health Underwriters</i>
Bridger McGaw	Director, <i>U.S. Department of Homeland Security</i>

2011 FINAL ATTENDEES

Jason McGraw	Senior Vice President, <i>InfoComm International</i>
Daniel McKinnon	Executive Vice President, <i>Messe Frankfurt North America</i>
Claude Membrez	Managing Director, <i>Geneva Palexpo</i>
Jon Merril	CEO, <i>Astute Technology</i>
Bill Mickey	Executive Editor, <i>EXPO Magazine</i>
Jason Miller	National Sales Manager, <i>The Expo Group</i>
Stephen Miner	Senior Vice President, <i>AWEA</i>
Jen Mitchell	Director, <i>CompuSystems</i>
Tom Mitchell	President, <i>Messe Dusseldorf North America</i>
Brian Moon	Senior Director, <i>National Restaurant Association</i>
Manolita Moore*	Annual Conference Director, <i>Western Veterinary Conference</i>
Neil Moran	Senior Vice President, <i>International Dairy Foods Association</i>
John Moriarty	Vice President, <i>Hannover Fairs USA</i>
Rick Nealis	Director, <i>Marine Corps Marathon</i>
Susan Newman	Senior Vice President, <i>National Retail Federation</i>
Amy Nichols	Chief Executive Officer, <i>Dogtopia</i>
Melissa Ooi	Executive Vice President, <i>ASP</i>
Bob Orbacz	Director, <i>Snowsports Industries America</i>
R. Norris Orms	Executive Vice President & COO, <i>HIMSS</i>
Andrew Ortale	Vice President, <i>The Expo Group</i>
Barbara Palmer	Senior Editor, <i>PCMA Convene Magazine</i>
Art Paredes	President & CEO, <i>Hannover Fairs USA</i>
DeVonne Parks*	Director, <i>Special Libraries Association</i>
John Patronski	Executive Vice President, <i>Global Experience Specialists</i>
Duncan Payne	President, <i>Hut2Hut Events</i>
Michael Payne	Executive Director, <i>SmithBucklin</i>
Linda Peters	Vice President, <i>National Business Aviation Association</i>
Moya Phelleps	Senior Vice President, <i>National Mining Association</i>
Jim Pittas	Director, <i>PMMI</i>
Vincent Polito	Managing Director, <i>VP International</i>
Joe Popolo	CEO, <i>Freeman</i>
Steve Prahalis	Strategic Alliances, <i>Society of Manufacturing Engineers</i>
Lisa Prats	Vice President, <i>BOMA International</i>
George Prest	COO, <i>Material Handling Industry of America</i>
Chris Price	Vice President, <i>Graphic Arts Show Company</i>
Jeff Price	CEO, <i>Experient</i>
Bob Priest-Heck	President and CEO, <i>Wheelhouse Solutions</i>
Bron Prokuski	Vice President, <i>National Defense Industrial Association</i>
Mark Pursell	Senior Staff Vice President, <i>National Association of Home Builders</i>
Jeff Quade	Executive Vice President & CSO, <i>Global Experience Specialists</i>
Tina Rice	Director, <i>IAPMO</i>
Joe Rosone	Vice President, <i>Access Intelligence</i>
Jim Ryan	Senior Manager, <i>Las Vegas Convention & Visitors Authority</i>
Charles Sadler	Executive Director, <i>Society of Government Meeting Professionals</i>
Leo Salazar	Manager, <i>Fixation</i>
Gene Sanders	Senior Vice President, <i>Society of the Plastics Industry</i>
Steve Sanetti	President & CEO, <i>National Shooting Sports Foundation</i>
Richard Scarfo	Director, <i>Foundation for NIH</i>
Paula Schneider	Director, <i>ASCRS ASOA</i>
Deborah Sexton	President & CEO, <i>PCMA</i>
Gary Shapiro	President & CEO, <i>Consumer Electronics Association/CES</i>

* Denotes LVCVA
"Future Leaders"
Scholarship Recipient

2011 FINAL ATTENDEES

Denise Sheehan	Vice President, <i>National Glass Association</i>
Lewis Shomer	Executive Director, <i>SISO</i>
Evan Shubin	President and Co-Founder, <i>Exhibitor Invites</i>
Steve Sind	US Representative, <i>Singapore Convention & Exhibition Centre</i>
Zari Stahl	Group Show Director, <i>Penton Media</i>
Camille Stern	Vice President & Group Show Director, <i>NaylorCMG</i>
Rich Stone	CEO, <i>ACT/EXPOCAD</i>
Christie Tarantino	CEO, <i>Association Forum of Chicagoland</i>
Tim Teehan	Director, <i>Association Trends</i>
Johann Thoma	President, <i>Mesago Messe Frankfurt</i>
Kathleen Thomas	Managing Director, <i>Berkery Noyes</i>
Tanya Tolpegin	CEO, <i>Society of Cardiovascular Computed Tomography</i>
John Toner V	Vice President, <i>United Fresh Produce Association</i>
Greg Topalian	Senior Vice President, <i>Reed Exhibitions</i>
Florence Torres	Show Manager, <i>Penton Media</i>
Danica Tormohlen	Contributing Editor, <i>Trade Show Executive</i>
Donna Tschiffely	Executive Director, <i>Direct Marketing Association of Washington</i>
Brian E. Tully	Executive Director, <i>Solar Energy Trade Shows</i>
Eric Udler	Producer, <i>Super Pet Expo</i>
Mary Helen Uusimaki	Vice President, <i>International Sleep Products Association</i>
Hal Vandiver	Executive Consultant, <i>Material Handling Industry of America</i>
Christopher Ware	Senior Director Business Development, <i>NAIOP</i>
Mark Watson	Executive Director, <i>Radiological Society of North America</i>
Les Weir	Vice President, <i>Reed Exhibitions</i>
Margit Weisgal	President & CEO, <i>Trade Show Exhibitors Association</i>
Robert Weissman	President, <i>Alliance Media Strategies</i>
Jean Whiddon	President & CEO, <i>Fixation Marketing</i>
Scott Wilson	Director, <i>Las Vegas Convention and Visitors Authority</i>
Theodore Wirth	Vice President, <i>Diversified Business Communications</i>
CB Wismar	Vice President, <i>AARP</i>
Michael Wood Jr.	President, <i>Redwood Investments</i>
Eric Wulf	CEO, <i>International Carwash Association</i>

Keynote Speakers Inspire ECEF Audience to Innovate and Disrupt to Ensure the Future of Face to Face Events

WASHINGTON, DC, June 2, 2011 - Gary Shapiro, President and CEO, Consumer Electronics Association (CEA), keynoter of the 10th Annual Exhibition and Convention Executives Forum (ECEEF), shared innovation strategies to improve the competitiveness of United States exhibitions and conventions.

Shapiro's insights were amplified by closing keynoter Adam Hartung, Managing Partner of Spark Partners, who stated that only by disrupting the status quo will events stay relevant in the future. Hartung recommended the audience "pay greater attention to what's happening at the fringe of your market than to what your customers are telling you" to ensure the health of their events.

"Both ECEF keynoters inspired us with their message that innovation is crucial to the future of exhibitions and conventions," says ECEF producer Sam Lippman. "Shapiro explained how his team creates at least three new benefits for each CES which helps ensure the continued support of exhibitors and attendees. And Hartung explained that our strategic planned be based on forecasting what events will be like ten years from now and working backward to ensure your event evolves into this future model."

ECEF's one-day program featured other experts chosen by Lippman to address issues of innovation, growth and the value of face-to-face events, including Hal Vandiver, Executive Consultant, Material Handling Industry of America; Mary Pat Heftman, Executive Vice President, Convention for the National Restaurant Association; Amy Nichols, CEO, Dogtopia; Wayne Jacobs, President, Jacobs, Jenner & Kent Marketing Research; Tammy Blossil, Vice President, Online Learning, ASAE: The Center for Association Leadership; C.B. Wismar, Vice President, Events, AARP; Helen Marano, Director, Office of Travel & Tourism Industries, US Department of Commerce; and Bridger McGaw, Director Office of Private Sector, Department of Homeland Security.

The number of verified executives at ECEF increased from 184 last year to 192 this year. The number of sponsors also increased, from 26 to 28 in 2011. Sponsors of ECEF 2011 were Las Vegas Convention & Visitors Authority (Platinum); Freeman (Gold); Fixation Marketing (Silver); a2z; Airways Freight; Ascend Integrated Media; ASP Events; Astute Technology; Berkery Noyes; Bizy Deal; CompuSystems; Convention Data Services; Cross Media Resources; Exhibitor Invites; Experient; EXPOCAD; The Expo Group; GES – Global Experience Specialists; IMN Solutions; Jacobs, Jenner & Kent; JW Marriott; Map Your Show; Maritz; onPeak; Pico; Singapore Expo Convention & Exhibition Centre; Ungerboeck Software International; and wheelhouse solutions.

To access photos from ECEF 2011, visit www.flickr.com/slippman.

ECEF 2012 will take place Wednesday, May 30 in the JW Marriott, Washington, DC.

2011 ECEEF PICTURES



ECEEF Producer Sam Lippman welcomes the attendees to the 10th Anniversary of the Exhibition and Convention Executives Forum.



The ECEEF crowd listens to Gary Shapiro during a Q&A Session.

Save the Date!

ECEEF 2012
Wednesday, May 30, 2012
JW Marriott
Washington, DC



Lawson Hockman, Robbi Lycett, Wayne Crawford, and Karen Howe welcome each other during the Welcome Reception. Networking is one of the major benefits of attending ECEEF.

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