

TRADE SHOW AND CORPORATE EVENT MARKETING THAT WORKS

# EXHIBITOR ONLINE UPDATE!

YOUR WEEKLY E-MAIL NEWSLETTER



Dear Exhibit and Event Marketing Professional:

March 23, 2006

**Welcome** to this week's update from [www.ExhibitorOnline.com](http://www.ExhibitorOnline.com), your online resource from EXHIBITOR magazine. EXHIBITOR magazine brings exhibit and event managers the best practices and newest trends in trade show marketing.

Sponsor:

## Absolute Event Experience

### Build Traffic:

Maximize Trade Booth ROI with increased qualified attendees attracted to your booth by the traffic-building strategists at Absolute Event Experience. Learn why over 66% of the Fortune 500 has employed our 5+5 approach. Measure your success with Absolute Event Experience.

[www.EventMallUSA.com](http://www.EventMallUSA.com)



### EXHIBITOR Magazine

#### The Dark Side

Trade show professionals share their own stories of hard knocks and the quick-witted solutions they created to fix them.

[Read Article](#) | [Subscribe to EXHIBITOR](#)



### GRAVITY FREE

#### 2006 Exhibit Design Conference

Designers: The newly expanded sessions have just been posted at [www.GravityFree2006.com](http://www.GravityFree2006.com). Registration is limited. Inspiration is guaranteed.

[Program Details](#) | [Request Information](#)

### More Links:

- [Subscriptions](#)
- [Change Your Address](#)
- [Buyer's Guide](#)
- [Resource Directory](#)
- [EXHIBITOR Store](#)
- [Contact Us](#)

### Today's Exhibiting Tip

#### Hit the Slopes

Ski-simulator in booth takes attendees on a virtual ski run.

[Read Tip](#) | ...and here are [500 More Great Tips](#)

### Newsletter:

Are you reading a forwarded copy? [Subscribe](#) to the weekly EXHIBITOR Online Update Newsletter.

### News At a Glance

- ▶ [Nomadic Display Announces 2006 Teddy Award Winners](#)
- ▶ [Three Industry Veterans Join Pinnacle Exhibits](#)
- ▶ [MC©~ Adds Sales VP](#)
- ▶ [Allen Lind Joins Freeman LV as Senior Director, Operations](#)
- ▶ [TradeshawLogistics Adds Account Manager](#)
- ▶ [M©~ Creative Changes Name to Access Meeting & Events](#)

[Read All News](#) | [Submit Your Latest News](#)

### Online Quiz

#### The Way We Were

As trade shows have evolved over the years, so has the landscape of our industry. Try to match these historic photos with the correct show in this month's quiz. [Take the](#)



Concentrated learning in a relaxed, small group environment

# EXHIBITOR ONLINE

Corporate EVENT Magazine • Marketplace • Corporate EVENT Awards  
 EXHIBITOR Magazine • Buyers Guide • Tips • Quizzes • Resource Directory • Awards Programs

SEARCH

Subscribe • Renew • Change Address • Classifieds • Jobs • News • Go Shopping • About Us • Advertise • Home

<b>TRADE SHOW</b>
Attendance Promotion
Awards Programs
Budgeting
Career Development
CTSM Certification
Conferences & Exhibitions
Case Studies
Exhibit Design
Exhibiting Tips
Global Exhibiting
Glossary of Terms
Q & A
Measuring Performance
Plan B (Disasters)
Product Presentation
Program Management
Promotion
ROI & ROO
Salary Calculator
Show Selection
Space Selection
Staffing the Exhibit
Technology
Transportation
Travel
Vendors
<b>CORPORATE EVENT</b>
Case Studies
Entertainment & Talent
Event Promotion
Food & Beverage
Lighting
Measurement
Media Events
Mobile Marketing
Product Launch
User Groups
Venues



EXHIBITOR Magazine

Corporate EVENT Magazine

EXHIBITOR Learning Events

## ENN EXHIBITOR NEWS NETWORK

Late Breaking News	Companies	Shows
Industry Press	People	Submit Your News

### ENN Late Breaking News

#### TradeshowLogistics Adds Account Manager

3/23/2006 - TradeshowLogistics announced March 19, the addition of industry veteran Telia Miller in the role of account manager.

Miller has over 15 years of exposition industry experience. She was most recently a senior account manager with GES Exposition Services, where she worked for 11 years. Prior, she was with Andrews Bartlett. In her new position, Miller will act as liaison between TL and its clients and partners—managing the show production process from planning through execution and post-show review.

For more, go to [www.tradeshowlogistics.com](http://www.tradeshowlogistics.com).

**Contact:**  
[nkerl@exhibitoronline.com](mailto:nkerl@exhibitoronline.com)

[TradeshowLogistics Reports 23 Percent Growth in Revenue for 2005](#)

ENN 4096

[Top of Page](#)

**SPONSOR:**



Get ENN in your inbox!

