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ENN Late Breaking News

TradeshowLogistics Helps APCO International Receive 96% Positive Rating

12/13/2007 - The Association of Public Safety Communications Officials (APCO) International 73rd Annual Conference & Exposition was a great success according to its attendees. The show received a 96% positive rating in a post-show survey that asked attendees to compare the value they received through attending the show versus the time and money they invested to attend. Attendees also reported the look of the show was taken to a whole new level and that directional signage was exceptional this year.

APCO International, which contracted with general contractor TradeshowLogistics for the show, saw very favorable results from the partnership. Although APCO International increased its show décor requirements by 20%, it was able to reduce net costs by 58%. TradeshowLogistics served as an extension of show management staff answering any and all questions and reduced the work of the APCO International exhibit management team by providing floor managers and handling correspondence.

TradeshowLogistics introduced an online manual for APCO International exhibitors. 'I received a thumbs up regarding the online kit. I don't think I've ever received compliments from exhibitors on the kit before!' says Brigid Blaschak, Tradeshow Manager for APCO International.

Statistics and measurement are also an integral part of the APCO International program. TradeshowLogistics works closely with APCO International to gather statistics. Through the online manual APCO International can view the exhibitor service orders and revenue—which provides leverage in negotiating future service contracts.

Blaschak distributes a post show newsletter that provides them with essential data to help them with their program. For instance, knowing attendance numbers by day enables companies to staff their exhibits appropriately. Based on information gathered at the show, the newsletter reports the most common products or services organizations are planning to purchase in the next 12 months. To further assist exhibitors in their trade show marketing efforts APCO International makes a post show attendee list available to them.

'This year was such a success we have booked additional space for the 2008 conference. Having TradeshowLogistics as part of our team will assure that the expanded conference will run smoothly and both exhibitors and attendees will

have a positive experience,' reports Blaschak.

TradeshowLogistics is a next generation general contractor committed to making trade shows more valuable for Show Management. TradeshowLogistics' approach combines comprehensive planning and management with proven technology, and makes it possible for Show Management to generate new profits from the show floor, gain greater control over their show's production, and provide exhibitors with better service and lower costs. TradeshowLogistics is led by Bonnie Aaron, CEO, and B. J. Enright, President. Both Aaron and Enright have held executive positions with GES and Andrews-Bartlett. For more information, go to www.tradeshowlogistics.com.

The Association of Public-Safety Communications Officials (APCO) International is the world's oldest and largest professional organization dedicated to the enhancement of public safety communications. APCO International serves the professional needs of its 15,000 members worldwide by providing opportunities to learn through offering professional development assistance, take action by presenting a unified voice for the industry and connect through online and offline networking events and activities for the people who manage, operate, maintain and supply the communications systems used by police, fire and emergency medical dispatch agencies throughout the world. For more information, visit www.apcointl.org.

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"THEY TOLD ME I WAS LOST IN SPACE"



Blue Telescope Inc. prides itself on being a marketing company for the high-tech 21st century. Yet when Chip Carman, national accounts director, wanted to drive traffic to the company's booth at EXHIBITOR Show with an ad in EXHIBITOR magazine, the rest of the New York-based firm acted like he was a couple dilithium crystals short of a warp drive.

But the results spoke for themselves...

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