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## ENN Late Breaking News

### TradeshowLogistics Joins Exhibit Industry Council

12/17/2009 - TradeshowLogistics has become a Supporting Member of the newly formed Exhibit Industry Council (EIC), an advocacy group established to define and promote exhibitor-focused best practices for trade shows, conventions, and private events. The EIC seeks to unite all industry stakeholders around best practices that increase exhibitor value and validate show metrics, including: exhibitor cost control, standardized show kits, standardized work rules, meaningful show metrics, and safety first.

B.J. Enright, President of TradeshowLogistics, says the objectives of the Exhibit Industry Council reflect TradeshowLogistics' UNcontractor business model. "The Best Practices outlined by the Exhibit Industry Council have always been business as usual for TradeshowLogistics – full disclosure, pricing transparency and providing exhibitors with better service and lower costs."

Jim Wurm, president of the EACA, praises TradeshowLogistics as the first general contractor to support the EIC. "TradeshowLogistics is clearly part of the future vision that we believe is necessary to improve the exhibitor's event marketing value proposition. We are pleased and proud to have them as part of our team," says Wurm.

TradeshowLogistics is the UNcontractor, a 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.tradeshowllogistics.com](http://www.tradeshowllogistics.com).

#### About Exhibit Industry Council

The Exhibit Industry Council is a joint trade show industry council with representation from Healthcare Convention & Exhibitors Association (HCEA), the Trade Show Exhibitors Association (TSEA), the Corporate Event Marketing Association (CEMA), the Exhibit Designers + Producers Association (EDPA) and the Exhibitor Appointed Contractor Association (EACA). The EIC is dedicated to unifying all trade show industry stakeholders to support reputable, consistent standards by defining best practices that recognize and support customer service

at trade shows. All trade show industry professionals that would like to support the work of the Exhibit Industry Council are welcomed and encouraged to contact the EIC directly (jimwurm@eaca.com) with any ideas or suggestions you may have.

**Contact:**  
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[Butch Bartlett Joins TradeshowLogistics' Board of Directors](#)

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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.

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