

Trade Show Trends

PMM5 Postscript[™] Number 23

Background Information: In Chapter 17, Mike Muldoon discusses a significant trend affecting trade show planning — co-locating trade shows. He points out that the increased competition for attendees and exhibitors causes many associations to ally themselves with other organizations. This chapter in *Professional Meeting Management*[®], fifth edition, helps meeting managers:

- Describe how co-location allows meeting managers to provide a more dynamic show
- Summarize how co-location of events gives organizations the opportunity to offer a wide range of educational programming and a broader scope of product and services
- Explain why co-location helps sponsoring organizations gain exposure to more potential members
- Debate the pros and cons of sharing the costs of systems, infrastructure and professional services in a co-located event:

PMM5 Postscript[™] Use: This PMM[™] Postscript identifies ten other trends affecting trade shows. Some trends (strong education) are related to co-locating events; others are unrelated but apply equally to co-located and independent trade shows. PMM5 Postscript[™] also includes additional group discussion or research projects to supplement the PMM5 chapter.

Learner Outcomes: At the completion of this reading, you should be able to:

- Describe ten trends affecting trade shows.
- Discuss the changing role that technology plays on trade shows.
- Draw parallels between trends affecting meetings and trade shows.

Related PMM5 Chapter: Chapter 17, Co-locating Trade Shows
Author: Mike Muldoon



The Only Thing that Remains Constant is Change

The concept and execution of trade shows hasn't changed much over time. People still gather at an appointed time, at an appointed place to showcase their products and ideas to a dedicated, captured and, hopefully, interested audience. The philosopher Heraclitus stated, "The only thing that remains constant is change." These words apply to trade shows, especially in the current global, technology-tied world in which we operate. New trends are impacting the way trade shows are planned, programmed and sponsored. Mike Muldoon explores one trend when he discusses co-locating trade shows in Chapter 19 of *Professional Meeting Management*. There are ten additional trends that meeting managers should note for trade shows. The ten trends addressed in this PMM™ Postscript include:

1. New events enter the marketing mix
2. The need for the right focus
3. Automating the planning process
4. Technology to extend the experience
5. Technology on the trade show floor
6. Virtual trade show enter the scene
7. Greener trade shows
8. Show attendees are different
9. Attendee education is key
10. Exhibitor education helps add value

Trend #1: New Events Enter the Marketing Mix

Companies are investing in new ways of reaching customers and prospects and being more selective about which trade shows they attend. Mobile marketing, demonstration and training centers allow customers and prospects to examine a product in far more detail than is possible on a show floor. Or many companies and organizations are producing their own regional or road shows to market only their own products to attendees. Michael Bandy, president of the Chicago-based Trade Show Exhibitors Association, says it's not a question of cost, necessarily, but one of results. "Corporate shows allow companies to control their costs and their audience. It's very complementary to trade shows."

Ultimately, trade shows fit into a larger marketing plan. "There's no substitute for trade shows," says Skip Cox, president of Red Bank, NJ-based Exhibit Surveys, an events industry research firm. "But people need to create a more effective event mix" (Amer, 2004).

Trend #2: The Need for the Right Focus

Trade show managers strive to find the right focus for their shows — what will attract the right audience of attendees and exhibitors. Trade shows are re-organizing, in some cases integrated vertically rather than broadly horizontal. Horizontal events include the entire industry. In contrast, vertical events focus on one segment of an industry. "The industry sectors that have organized into vertical segments have done much better than those that have not," says Doug Ducate, president of the Chicago-based Center for Exhibition Industry Research. Ducate considers the health-care industry the best illustration of the success of vertical shows. "Among the American Medical Association, the

American Hospital Association, the American Nurses Association, none has its own trade show. They have deferred instead to the vertical silos within the industry," such as cardiology, or pediatrics. "And as a result, that sector has 2,400 business-to-business events."

Other industries are ill suited to vertical events and will remain offering the broad, horizontal event. Ducate cites the home appliance industry as an example, "It's unlikely that you'd ever see a show just for microwave ovens, or just for mixers," says Ducate. "So there are some industries that can never go entirely vertical" (Amer, 2004).

Trend #3: Automating the Planning Process

Throughout the hospitality industry there is a growing awareness of the need to automate operational processes. The Convention Industry Council's APEX initiative has established standard data fields and templates to allow all parties involved in meetings, conventions and trade shows to use standardized information. APEX plans to focus on exhibitors as its next panel. Whether through APEX or other efforts, Robert Kolinek, President, Helen Brett Enterprises, expresses his view of this need. He states, "We are now getting our service contractors to understand that they need to develop systems that will allow show management to integrate their software with the contractors' systems to provide the latest show management reports via the Internet without contractors calling for them. Service contractors should be able to take these reports in a common database and drop them into any system and produce all the show reports they need for that show, and show managers should be able to get the same show information and more from anywhere in the world (Tufel, 2007).

One such supplier who is creating efficiencies is GES Exposition Services. They won an award in Adobe's 2007 MAX Awards for its Intelikit, an electronic exhibitor kit that automates process for completing and submitting service orders at tradeshow (Tradeshow Week, October 30, 2007).

Trend #4: Technology to Extend the Experience

New technology can revitalize trade shows. Jon Mandell, co-founder of Confabb, points out that now technology allows "...event participants to better prepare for shows, inform them of at-large goings-on and then keep them connected long after the schwag [logo'ed promotional products] has run out, the booths have been packed up and the speakers have quieted...Technology adds another dimension to the live show, too: those who can't make it to the physical event October 8th, 2007 can follow along in near-real time, expanding the on-site crowd with an entire virtual audience" (Confabb blog, October 8, 2007).

The web offers a number of opportunities to extend the life of a show, whether it's blogging about news and issues in the industry, offering webcasts of the show itself online or even virtually hosting smaller aspects of the show throughout the year. In addition, technology tools allow trade show or meeting managers to obtain ongoing feedback about the show. More detail on technology is included in PMM™ Postscript 15, Technology Tied Meetings.

Trade Show Weekly Associate Editor Rachel Wimberly has compiled these examples of trade shows leveraging technology to maintain their participants' attention beyond just a few days on the show floor (Wimberly, December 10, 2007):

Blogs — Carl Ford, vice president of content and community at Pulvermedia plans VON events and maintains a blog in conjunction with her show. She summarizes the value, "It keeps the community of interest focused with you: delegates, speakers, people that represent the industry you're supporting. (The blog) gives people a forum to speak."

Flickr (a photo-sharing web site) — Margaret Core, director of sales and marketing, convention and conferences, Biotechnology Industry Organization uses Flickr at the BIO International Convention. Attendees uploaded their personal photos of the city, the hall and networking events. It allows BIO "To bring personalization to our event site during the show." Ultimately, Core feels "The flickr photos provided a good feel to the site during the event. Web site visitors appreciate contributed content that provides them insights."

On-line maps — An interactive map like Google Maps helps all attendees – especially international attendees or those traveling in from other cities to establish a comfort level about the physical location of the trade show.

Microsites (smaller, companion sites attached to a main web site) — The Hawaii Convention Center builds several microsites off its main site. June Matsumoto, director of international sales and marketing, Hawaii Convention Center believes in the value of microsites. She states, "It has really helped associations promote their Hawaii meeting to international markets, providing them with a cost-effective tool to use as a call to action in their marketing programs...To be able to offer convention organizers the ability to provide attendees additional destination information, as well as customized offers, with little or no cost or extra work to the association, adds great value."

Podcasts — Tim Bourquin, founder and CEO of TNC New Media and organizer of Podcast & New Media Expo explains their use of podcasts: "We started it not only because our show was for podcasters, and it made sense to have a podcast of our own, but because we knew we could use it as a marketing tool to grow our audience and generate excitement for the event between shows, when momentum can tend to slow." The nature of podcasts offers benefits not found in other mediums. Bourquin states, "It allows our show to have a 'face' and attendees develop a connection with us as the organizers that just isn't possible with plain text. It has also saved us a significant amount of money on marketing because our message reaches potential attendees between shows and allows us to reach them without spending a lot of money on printing and postage. We still do direct mail and all the other forms of direct marketing, but the podcast allows us to target the exact audience we want to attend the show each year."

Social networking (focuses on the building communities of people who share interests or who are interested in similar products and services) — Tara Dunion, director of communications at the Consumer Electronics Association has branded social networking software for their show Intl. CES. Through the use of BDMetrics' social networking tool, they created MyCES. Dunion states, "Resources like MyCES allow our attendees to customize CES for their own unique interests and to find the products, people and events of greatest relevance to their business needs. This is one way that attendees can maximize their CES experience and continue to have it be their one must-attend event of the year." The benefits of social networking tools are not limited to attendees. Dunion "MyCES is a service that has legs and builds ROI for attendees and exhibitors. It's an important way to help attendees and exhibitors connect before, during and after, to help them build a business relationship and to encourage them to return to CES the following year."

In the IAEE State of the Industry Report, the research indicates that while nearly one-third (32%) of show managers do not provide matchmaking services at this time, about half of the show pro-

ducers (44%) plan to offer matchmaking services over the next two years. For those show managers already offering a matchmaking service, more than half (56%) indicate it is very or moderately important to their current events (IAEE, 2007).

Webcasts (internet broadcast that may either be live or recorded) — Angelo Varrone, CEO of Exponation which plans Digital Signage Expo, uses webcasts. She states, "We wanted to bring the show to life so that those who hadn't attended or exhibited could see, firsthand, what we were about. We also wanted to deliver a strong positive sales message, the kind that satisfied attendees and exhibitors can deliver with high credibility...We believe there are many factors that play into (our) growth, but of all the tools we have used, this one has had the greatest impact. We don't know of any better way to communicate the excitement and energy that's on our show floor than to physically capture it on tape." Exponation fully leverages the webcast by posting them on their website and mailing DVDs to potential attendees and exhibitors, some in mass mailings and some by individual request.

Companies like Caterpillar, exhibitors like Microsoft and Hewlett-Packard and shows including Intl. CES and CTIA Wireless have also used webcasts.

Trend #5: Technology on the Trade Show Floor

Savvy meeting or trade show managers encourage the use technology on the trade show floor also. Trend #4 outlined the use of webcasting as a strategy to extend the reach of a trade show. For example, webcasting provides exhibitors "an opportunity to give them additional life in their booth," states Yulita Osuba, the Orange County Convention Center's senior director of sales, marketing and event management and exhibitor (Wimberly, R., October 15, 2007).

RFID (Radio Frequency ID) is a technology with great opportunities for trade shows. Randy Bauler, corporate relations and exhibits director, American Association of Critical-care Nurses, outlines the possibilities, "Since we (the American Association. of Critical-care Nurses) produce an annual educational conference and exhibition for nurses, tracking and awarding CE credits to nurse registrants is critical to our success. To assist us in tracking CE credits for nurses, we are researching various RFID options...As a show organizer, I see several valuable applications of RFID on the exhibit floor, from helping exhibitors justify their ROI to helping the association improve traffic flow and exhibit sales." (Tufel, December 10, 2007)

With the use of technologies such as touch screens, exhibitors can create fun, interactive promotions to drive traffic to their booth. Touch screens provide other benefits including automatic capture of information for contests, data capture for lead follow-up, qualifying prospects and profiling attendees. Attendees can enter their name and contact information via touch screen. A meeting manager can also create dynamic surveys within the touch screen application to filter the audience. Depending how people answer a survey question will dictate the type of questions that follow. The end results is that a dynamic surveys identifies who is coming into the trade show booth and helps build profiles of all of the participants with whom you want to interact (Pitselis).

New registration technology with smart cards, bar coding and magnetic strips expedite the registration process, saving attendees and event sponsors time and effort. The other great advantage of this technology is better tracking of prospect data and traffic flow, allowing exhibitors to measure quality as well as quantity.

Trend #6: Virtual Trade Shows Enter the Scene

A virtual trade show is a computer-based simulated environment in which people exhibit and interact. One organization that offers a virtual trade show is eComXpo. John Grosshandler, eComXpo founder and event director, worked to create an event that felt as real as possible. "The result is that eComXpo has become the largest virtual tradeshow ever held, with over 150 exhibitors, 8,000 attendees and 40 presenters. The event is three days long and held each spring and fall. At our most recent event in October, which was our sixth show, we had 79 countries represented, and 85,000 unique communications between the participants, so it's become a fairly big deal," says Grosshandler.

The success of eComXpo does not eliminate the need for traditional tradeshow. Grosshandler states, "I remain a big proponent of physical events and realize that virtual events are no substitute. A virtual event can't replace the handshake, the looking someone in the eye and the buying of drinks at the bar that make physical events such deep and valuable interactions. However, a virtual event is an ideal way to extend a physical event to prospective exhibitors or attendees who don't invest the time or money to make it to the physical event. Or to participants who maybe do come to your physical event, but want to supplement their presence at your physical event with participation in a virtual version. In addition, we've seen situations where a specific physical event might be struggling and, rather than leave the market altogether, the producer chooses to scale down to a virtual version, thereby creating a profitable revenue stream that leverages their presence in that market" (Wimberly, December 10, 2007).

Trend #7: Greener Trade Shows

Tradeshow and conventions represent the second most wasteful industry (behind building construction) in the United States, according to the U.S. Environmental Protection Agency. With growing interest and concern about environmental issues, some venues and shows are lightening their environmental footprint by implementing green practices: reducing, reusing and recycling resources; switching from paper and plastic to china and linen; donating leftover food and beverage to charity; and using more energy efficient lighting. Also growing in popularity is the purchase of carbon offset credits and running a show with renewable energy.

At the Intl. CES, show in January 2008, the Consumer Electronics Association created the Green at CES program with several initiatives to limit the environmental impact of what is typically the largest annual tradeshow in the United States. By offsetting about 20,000 tons of carbon through the help of Carbonfund.org, Intl. CES expects to be a carbon-neutral event. Organizers will also give attendees the opportunity to offset their airline travel before and during the show.

The US Green Building Council's (USGBC) show, Greenbuild International Conference and Expo, is one of a growing number of shows setting a high standard in green event production. It provides an of how a tradeshow can be both sustainable and successful by most conventional measures at the same time. The six-year-old Greenbuild grew from 13,300 attendees in 2006 to 22,800 attendees in 2007. Kimberly Lewis, USGBC's meeting planner, uses and extensive checklist to select venues based upon recycling practices, the use of recycled/recyclable materials and other sustainability measures.

Not only are meeting managers driving the interest in green trade shows, some in the supplier community proactively address the issue. Five convention centers are LEED certified program, which is accepted nationally as a benchmark for the design, construction and operation of green buildings.

They include the:

- David L. Lawrence Convention Center in Pittsburgh
- Oregon Convention Center in Portland
- Spokane (Washington.) Convention Center
- Calvin L. Rampton Salt Palace Convention Center in Salt Lake City
- Monona Terrace Convention Center in Madison, Wisconsin

Anthony Zorrilla, vice president and creative director, corporate design at EWI Worldwide & Studio Creative is focused on creating green exhibits. Zorrilla said. "Our industry is notorious for using up wood and painting things and not being very friendly to the environment," but that's going to change. He receives more requests from clients asking for sustainable products, such as bamboo flooring, and EWI is planning a pure-green concept. (Corbin, 2007)

One challenge Anah Corley, vice president of business development at Stetson Convention Services noted that green means different things to different people. "There are a few industry associations, namely EDPA (Exhibit Designers and Producers Assn.) and IAEE (Intl. Assn. of Exhibitions and Events) that are working diligently to produce verifiable and accountable guidelines," Corley said. "There are so many facets to the tradeshow industry, this is quite an undertaking, but there is certainly a focus that I see coming to fruition in the near future." (Plummer, 2007).

Trend #8: Show Attendees are Different

According to published findings by the Incomm Center for Trade Show Research and Sales Planning, trade show attendees are changing. They attend shows as:

- **More focused attendees** — Time limitations cause attendees to do less browsing and more targeted product evaluation.
- **Teams** — There has been an increase in buying teams at events compared to a single company representative. The buying teams are comprised of a number of decision makers from a single organization who strategically visit you and your competition's trade show display booth – often multiple times – to fully evaluate the benefits of one product over another. Then, they meet as a group and collectively make follow-up strategies and, ultimately, purchase decisions for the company they represent.
- **Buyers prefer a soft sell** — Experiential exhibiting is more popular among attendees. Rather than aggressive selling, trade show booth staff are serving as soft-sell consultants and engaging visitors with product success stories and solutions. Research shows that buyers prefer this type of approach versus hard selling. Another method to be more consultative is through demonstrations, test spins, trial offers or samples of the product or service. (Trade Show Advisor.com, 2007).

Meeting managers can respond by following the suggestions outlined in the CEIR state of the industry. Top exhibitors are responding to this new attendee base by (IAEE, 2007):

- Developing themes and messages geared to higher-level executives
- Manning their exhibits with more senior-level staff
- Arranging more meetings in advance
- Sending more pre-show mailings and e-mails
- Conducting more strident post-show lead follow-up
- Providing more strategic messaging before and during the show
- Changing their event strategies by becoming more targeted in regards to tradeshow selection and messaging, integrating event marketing themes and programs with other media, marketing communications, and sponsorships.

Trend #9: Attendee Education is Key

Skip Henk, president and CEO of Xplor International remarks on this trend, "The event market has changed, with increasing pressure on the educational value and return on investment for every dollar spent." The focus on education was one reason that Xplor International co-located with GOA in February 2006 (Ward, 2005).

TechWeek is a newly created co-located trade show for the professional audio visual and electronic systems professionals. This conference will feature education, certification programs and manufacturer training. Michael Vergauwen, an InfoComm Board member and a Chief Operating Officer of Minnesota-based Audiovisual Inc., states, "There is a huge demand for industry education and the TechWeek concept allows us to bring that education closer, and more often, to those who need it in a very affordable way" (National Systems Contractors Association website, 2007).

Trend #10: Exhibitor Education Helps Add Value

Despite significant investment in trade show participation, many exhibitors fall short when it comes to managing their trade show presence. Through lack of experience, lack of knowledge or lack of enthusiasm, many exhibitors don't understand how to work a show. In response several shows offer exhibitor education. Stephanie Corbin identifies several examples:

- Semicon West is an annual event for the global microelectronics industry. The show organizers offered live complimentary webinars during the six months prior to the show. During the broadcasts, exhibitors could type their questions and have them answered in real time. "We wanted to give more value to our exhibitors by giving them a better experience," said Leslie Rauscher, senior manager of Semicon West. Links of the webcasts are posted to the website. In the first two years of offering education, the webinars focused on topics like ROI measurement and how to prepare ahead of the show for lead retrieval afterwards. The 2006 webinar series focused on the first-time exhibitor, addressing booth design and how to relay specific points through visuals. "We've asked them if they've learned anything, and 98 percent (of those surveyed at the end) said, "Yes," Rauscher said. "We try to target not just our current exhibitors ... but also past exhibitors," she added. "This year, we might try to target everyone who's canceled (booth space at the show)." In that way, Rauscher said, she's hoping the webinars entice exhibitors to return, while getting more exhibitors involved in the training.
- The Association of Equipment Manufacturers uses webinars to help exhibitors from several of its shows. AEM developed about 15 free webinars, covering topics such as exhibiting

tips, marketing strategies, lead management and tradeshow flowcharts. Heide Kraus, director of meetings and education programs for AEM said. "We know they're making a substantial investment ... Anything we could do to help them be successful was very important to us." For the CONEXPO-CON/AGG show, AEM hosts complimentary educational sessions. The seminars were also broadcast on the Internet. AEM's webinars include tips for small exhibitors, marketing strategy and lead management. The handouts also are available online at the CONEXPO Web site. Evaluation results bear out the value. From an online survey, eighty-three percent of the respondents said they were more confident about planning their 2008 booth, and 61 percent said they were better prepared for show promotion and training booth staff.

- Reed Exhibitions also offers exhibitors complimentary education sessions at what the company calls Exhibitor University. "Four to five times a year, we have a consultant that comes and talks to our audiences," said Nancy Walsh, Reed Exhibitions executive vice president of North American exhibitions.
- The National Safety Council Greater Omaha Chapter offers exhibitors a free presentation two months before the show to get them thinking about their booths. In addition, Lori Riggs, the director of conferences and special events, sends exhibitors monthly e-newsletters full of tips on ROI, good practices, setting up booths in the most attractive way and promotions for events at the show. "This e-letter helps them prepare while educating them at the same time," she added. "The more I educate them, the better off our whole show is and the better off their experience is," Riggs said.

Other associations that offer exhibitor education include the Craft & Hobby Association, The National Association of Broadcasters, and Hospitality Financial and Technology Professionals. (Corbin, December 10, 2007).

Summary

Ten trends are impacting the way trade shows are planned, programmed and sponsored. Trade shows are impacted by position and re-positioning of the trade show, technology, environmental consciousness, a new type of attendee and the value of education. The advent of these trends allows meeting managers to rejuvenate the trade show experience for exhibitors and attendees alike.

Group Discussion or Projects

1. Find examples of a horizontal trade show and vertical trade show in any industry.
2. Cite three areas where trade shows could become more environmentally friendly.
3. What other new technology tools (RSS, mashups, etc) might play a role in trade shows? Be creative and expansive in your thinking about applications of technology.
4. Research a virtual trade show. What are the key benefits cited (attendees and exhibitors)? Why would a person be attracted to attend?

5. Evaluate the educational offerings of any trade show. Are the educational offerings interesting? Well marketed? Clear about educational benefits? Clear about who should attend? Tied to the overall theme of the trade show? Make any other observations about the educational programs.
6. Design a scenario for an association meeting that will be held in China. Define the specifics that would allow the meeting to meet IRS criteria:

References

1. Amer, S. (2004) **Trade Shows: Trading Spaces**. Retrieved December 2007 from <http://www.dolce.com/meetings/article-015-trading-spaces.php>.
2. Corbin, S. (November 2007). Exhibit Designers: Three on the Cutting Edge. Trade Show Week. Retrieved December 2007 from <http://www.tradeshowweek.com/article/CA6504448.html?industryid=47369>.
3. Corbin, S. (December 10, 2007). Exhibitor Education: Keep Them Coming Back. Tradeshow Week. Retrieved December 2007 from <http://www.tradeshowweek.com/article/CA6509831.html?industryid=47373>.
4. International Association of Exhibitions and Events. (2007). IAEE State of the Industry Report. Retrieved December 2007 from http://iaem.newmediagateway.com/downloads/1196975242.40984500_74b8c7b173/stateoftheindustry070123.pdf.
5. Mandell, J. (October 8, 2007). Confabb blog Retrieved December 2007 from <http://blog.confabb.com/?p=78>.
6. Muldoon, M. (2006). Co-locating Trade Shows. In G. Ramsborg (Ed.), *Professional Meeting Management* (5th ed.), pp 239-246. Dubuque, Iowa: Kendall/Hunt Publishing Company.
7. National Systems Contractors Association. NSCA and InfoComm to Consolidate Trade Shows Press Release. (2007, August 18). Retrieved December 2007 from <http://www.nasca.org/Home/IndustryResources/NSCANews/tabid/247/newsid869/398/Default.aspx>.
8. Pitselis, D. How to Convert Trade Show Exhibit Traffic Into Loyal Customers. Retrieved December 2007 from <http://www.trade-show-advisor.com/trade-show-exhibit.html>.
9. Plummer, L. (2007) Sustainable Showfloor: How Green Are We? Tradeshow Week. Retrieved December 2007 from <http://www.tradeshowweek.com/article/CA6509827.html?industryid=47373>.
10. Trade Show Advisor.com. (2007). Exhibiting Trends Will Impact Your Trade Show Display Booth. Retrieved December 2007 from <http://www.trade-show-advisor.com/trade-show-display-booth.html>.
11. Tradeshow Week. (October 20, 2007) Gets Nod From Adobe for Automated Exhibitor Kit. Retrieved December 2007 from <http://www.tradeshowweek.com/article/CA6495574.html?industryid=47377>.
12. Tufel, G. (December 10, 2007). Technology: What's on Your Wish List? Tradeshow Week. Retrieved December 2007 from
13. Ward, N., (2005, February). Xplor, GOA and the Evolution of Trade Shows. Retrieved December 2007 from <http://www.ondemandjournal.com/specialfeatures/ward46.cfm>.

14. Wimberly, R. (December 10, 2007). Internet Savvy: Tech 101: From A to Z. Tradeshow Week. Retrieved December 2007 from <http://www.tradeshowweek.com/article/CA6509830.html?industryid=47377>.
15. Wimberly, R. (October 15, 2007). Webcasting Now Offered at 50 Venues. Tradeshow Week. Retrieved December 2007 from <http://www.tradeshowweek.com/article/CA6488665.html?industryid=47377>.

Copies of *Professional Meeting Management*®, fifth edition, may be purchased through the PCMA Bookstore at [PCMA Bookstore](#) or http://www.pcma.org/store/index.asp?DEPARTMENT_ID=3.

Copyright 2007, Sue Tinnish. All rights reserved. The information contained in PCMA's PMM5 Postscript™ is based upon a forthcoming issue of Tips for Innovative Meetings and Events. You are invited to become a subscriber to Tips for Innovative Meetings and Events by contacting Sue Tinnish at 847.394.9857, sue@suetinnish.com or at <http://www.suetinnish.com>.