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as a chance to get to meet people and start relationships," says executive vice president Blythe Hess. She invites everyone to booth 1215.

Reach Blythe Hess, executive vp, at (619) 668-1560 or bhess@eaxww.com

Located in the IAEE

TradeshowStore.com Pavilion, IAEE is offering prize money, cappuccino and information. The pavilion features six additional exhibitors in addition to IAEE (**4imprint, Buttine Exhibition Insurance, Center for Exhibition Industry Research, ListeNation Corporation, TradeshowStore.com and TriNet**). Attendees will find a card in their registration bag that when stamped by these exhibitors can be entered to win \$100-someone will win every hour. In addition, IAEE will offer complimentary cappuccino between the hours of 1:30pm and 4:30pm. Visitors can sip it while browsing the demo of TradeshowStore.com. The easy-to-use site will be demoed on a plasma screen in booth 1301.

Reach Cathy Breden, CAE, CMP, COO, at (972) 458-8002 or cbreden@iaee.com.

The MGM Grand at Foxwoods will showcase information about its expansion, slated to open in May 2008. Prime exhibit space will increase to 160,000 square feet from 90,000 square feet while meeting space will grow to 140,000 square feet from 75,000 square feet. The center also features 2,200 guest rooms. The venue was selected to showcase its features during the 60 Second Showcase. Visitors to booth 1208 will also find a surprise giveaway.

Reach Kathleen Ceseretti, director of national accounts, at (860) 312-3461 or kceseretti@mptn-nsn.gov.

The Puerto Rico Convention Bureau can be found in the SMG Pavilion along with 23 other centers. The destination will raffle a pair of Bose QuietComfort 3 Acoustic Noise Cancelling Headphones. Visitors to booth 323 can enter to win. Reach Rosa Luke, vp convention center, at (312) 840-8090 or rluke@prcb.org.

Smart-Reg International, Inc. aims to have everyone dancing on the Expo! Expo! show floor. Visitors to the 10'x20' booth can have their face superimposed in a dance video and take it to go on DVD. While in the booth, attendees can learn about the company's new service designed to save show organizers money



at the post office. "When someone registers for a show, the system places a call via a web service to the post office to obtain the zip-plus-four. Use of this code can save significant money," says Arnie Roberts, president and CEO. He compares mailing 62,000 pieces of mail at 36 cents a piece versus at 41 cents a piece. The savings is \$3,100. Attendees should put on their dancing shoes and head to booth 1006.

Reach Roberts at (650) 565-9200 or arnie@smart-reg.com.

SmartSource Computer & Audio Visual Rentals will debut its new image. The company, formerly known as **Rent-a-PC**, has completed a rebranding campaign intended to better clarify what the organization offers. Its trade show services include computer and audiovisual rentals as well as audience response systems, copier rentals, kiosk rentals, lead retrieval and attendee tracking and registration services. The 10'x10' booth will showcase the company's new logo and existing products. Visit booth 533 for more information.

Reach Adam Michelin, senior account manager, at (800) 852-2258 x216 or amichelin@smartsourcerentals.com.

Trade Show Executive will be unveiling five new initiatives that have been under development for the past year or more. First up, as part of the room drop at IAEE on Monday night, look for TSE's new look, from the redesigned cover all the way to the Parting Shots page. Ivanka Trump graces our December cover, after an interview with Bob Dallmeyer in his "Power Lunch" column.



Also hand-in-hand with the new look of our print product is a newly redesigned web site which is easier to navigate and loaded with more features. We are also unveiling details about our new Gold Award event and directory which is debuting in March, as well as a new interactive directory, the I-Show. But perhaps one of the most exciting and unique new services is TSE's partnership with Emmy-Award winning producers who together are launching Privileged Access.tv. It is the first-ever broadband online video



platform devoted solely to the excitement and innovation of new product launches at trade shows. Privileged

Access provides show managers with a new revenue stream and your exhibitors with an exciting online video that runs a full year. Kathy Rivera, multiple Emmy and Telly Award winner and principal of Privileged Access, will be on hand at our booth #823 to demo this new service. Visit booth #823 to enter a drawing for an i-Pod Video!