



# Alert

EDPA wants to keep you updated on issues and events of interest to members.

Dear Friend:



A lot has happened since we last communicated, and we can't wait to share the news with you.

Our new "Power of 3" membership campaign has taken off and is building momentum already. Details on what it entails, as well as some of the companies that have joined EDPA as a result of our member recruitment, are down below.

We've also launched our new Thought Leaders Forum, encouraging and training members to become EDPA Certified Thought Leaders. The benefits are many, and doing so will raise your stature and profile within the industry.

We also have updates on the recent Thesis Capstone Event held at New York's Fashion Institute of Technology, as well as the looming deadline for the EDPA Foundation's Scholarship program.

Add in an upcoming FREE Webinar of particular interest to EDPA members, and a final call to join us in Europe next month, and we've got a newsletter chock full of the information you need. Let's get to it!

Sincerely,  
Jeff Provost  
Executive Director  
[jprovost@edpa.com](mailto:jprovost@edpa.com)



## Got a Friend? If They Join, You BOTH Save!

The EDPA's new "Power of 3" effort is a win-win for everyone: we're asking EDPA members to reach out to three colleagues, co-workers or friends, and suggest that they become a member of the EDPA. If they sign up on your recommendation, everybody gets a **33% discount** off the cost of registration to the Annual ACCESS Conference. What could be simpler? So far, the following companies have joined on the recommendation of EDPA members: UNIPLAN Shanghai Co. Ltd.; The Display Builders Australasia; AVFX Inc.; Archex Display, Inc.; McMillan Group; Custom Printed Fabrics; and Scan Display Solutions. For more details, contact Executive Director Jeff Provost at [jprovost@edpa.com](mailto:jprovost@edpa.com). Remember, there's strength in numbers!



## Raise Your Profile, Build Your Business: Become a Thought Leader

If you'd like to raise your profile within the industry, boost your business AND enhance your reputation, we've got a way: Become an EDPA "Certified Thought Leader." Our CTLs get their own whitepaper, speaker and facilitator training and 12 months of marketing to EDPA Chapters, members and other organizations such as TSEA, *Exhibitor* magazine, *Event Marketer* magazine, HCEA, CEMA and others. For more information or to sign up, contact Member Services Coordinator Kimberly Wilson at [Kwilson@edpa.com](mailto:Kwilson@edpa.com). But hurry! There are limited seats available at the July 20th training session, being held at TS2 in Chicago.



## EDPA Judges Entries at "Thesis Capstone Event 2009"

The EDPA was well represented at last week's "Thesis Capstone Event" held at New York City's Fashion Institute of Technology (FIT). The annual presentation highlights the work of FIT's graduate students seeking a career in the Exhibit Design field. Full details, including pictures, will be available in the next issue of the EDPA's "Global Insights Quarterly," coming in June.



## EDPA Foundation Scholarship Deadline Looms

The EDPA Foundation Scholarship Fund, created in 2004, is awarded to industry members and their families to help pursue a university-level area of study. Any family member of an individual working in the exhibition industry, who has graduated or will graduate high school and has accepted attendance at a post-high school educational institution, is eligible to apply. Scholarship applications are being accepted now for the 2009 fall semester. Deadline is July 1. Do you have a child or know of one in the industry who is entering college in the fall? To qualify, each student must share financial responsibility; have a GPA of at least 2.8; and submit an essay, intended course of study at a university and a financial statement determining need. Winners are determined on a weighted point system. Awardees must maintain a minimum 2.5 GPA, or equivalent, and provide a certified transcript with a new application each year. For more details, contact Kimberly Wilson at [KWilson@edpa.com](mailto:KWilson@edpa.com)



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## Joining us in Europe? Time's Running Out

Excite! and the International Federation of Exhibition and Event Services (IFES) are planning a joint week's worth of activities in both London and Paris this year, and the EDPA will be there. The kickoff starts with Excite! in London June 24 - 25, and then the IFES meeting follows in Paris June 25 - 28. To register click [HERE](#). For more details, [read all about it in this note from IFES Executive Director Colm Clark \(PDF\)](#). With airfares and hotel rates at historic lows, this might be the perfect time to plan a working vacation at two of the world's most glamorous cities. For more information visit [ExciteShow.com](#) and [IFESnet.com](#).

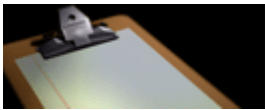


## Join us for a FREE Webinar for Exhibit Designers

Is that a light at the end of the tunnel, or an oncoming train? Indications are, we may well be coming out of this economic maelstrom, but haven't yet turned the corner. Still, there IS a way to sell your designs, and we'll show you how. In an upcoming FREE *Event Design* Webinar sponsored by EDPA, they'll speak with some top designers who know what it takes to convince buyers that the time to act is *NOW*. In "Fighting Back: Selling Design in a Tough Economy," Patrick Gorman, Associate Editor of *Event Design*, speaks with Karen Carney, Principal at Art of Area Design, and Mark Pearlman, Design Director at Delphi Productions. They'll share their insights and ideas on how designers can seize this moment and gain momentum. It all takes place Friday, May 29, at 2 p.m. (EDT). Think you could benefit from what they know? Click [HERE](#) to reserve your spot. Space is Limited!

## Call For Speakers

As we prepare for EDPA ACCESS '09, EDPA is looking for a few good speakers. For this year's conference the theme is "Innovation" and there are a few potential slots left for thought leaders in the areas of leadership innovation, marketing innovation, design innovation, sales innovation, business innovation and material, systems and fabrication innovation. NOTE: Members of the new EDPA Thought Leaders Program will be included in this year's sessions. If you're an experienced speaker or would like to make a recommendation, contact [Kwilson@edpa.com](mailto:Kwilson@edpa.com).



## EDPA & the Economy: Pulse Survey Results Available Soon!

We're currently tabulating the results of our Current Economic Climate survey, which many of you responded to recently. We asked your thoughts on the current economy and your input has been invaluable. For example, 41% of you see 2010 sales increasing by 5% to 10% over 2009 levels. More results will be available in the next EDPA Alert once the numbers are finalized next week.

## Chapter News



The **EDPA Las Vegas Chapter** announces a mixer to be held at the Callaway Golf Center on Wednesday, May 27, from 5:00 p.m. to 7:00 p.m. (6730 Las Vegas Boulevard South). Discounted drinks will be available, as well a bucket of 60 balls for only \$6.00. Then plan to join the **Las Vegas Chapter**, working in conjunction with the EDPA Foundation, at the Seventh Annual Tradeshow Industry Education Scholarship Golf Classic on June 12th, 2009. There will be a great day of golf at the beautiful Rhodes Ranch Golf Club in Las Vegas. For those who have attended this event in the past, you know you're in for a great time! For those that are new to the tournament, get ready for an exciting day on the course with good company and fun contests. The event includes greens fees, golf cart, goody bags, door prizes, a continental breakfast and an awards luncheon immediately following the tournament. A host of exciting prizes will be raffled off throughout the event. Non-golfers are welcome to attend the luncheon and participate in the festivities. To register for the tournament, please visit the Chapter online at [www.edpalv.com](http://www.edpalv.com), where you'll find more information about the event including unique sponsorship opportunities.



The **EDPA Southeast Chapter** announces their 3<sup>rd</sup> annual "Get out of the Gutter ... for a good cause" bowling event on Thursday, June 4, from 5:00 p.m. to 8:00 p.m. It takes place at the "300 Atlanta" Bowling Lanes, 2175 Savoy Drive in Chamblee, GA. Last year they raised over \$7,000 for the RSMGC, so they've got the bar set high and will need all the local support they can muster. For more details contact Sandra Braun at Nth Degree ([sbraun@nthdegree.com](mailto:sbraun@nthdegree.com)) or Robyn Gillespie at Expotechnik ([robyn.gillespie@expotechnik.com](mailto:robyn.gillespie@expotechnik.com)), or go [HERE](#) to sign up directly.



The **EDPA Upper Midwest Chapter** announces the UMEDPA Golf Outing, taking place July 27, 2009, starting at noon. The event will be held at the Eagle Valley Golf Course in St. Paul, MN. There'll be a Shotgun Start with a Scramble format. A portion of your proceeds will be donated to the EDPA Foundation.

**Pricing:**

\$500.00/foursome includes golf, cart, dinner, door prizes  
\$125.00/person includes golf, cart, dinner, door prizes  
\$100.00/person golf only  
\$30.00/person dinner only  
\$100.00 hole sponsorship includes your company logo on/in: exclusive tee box sign, the event program, & the main sponsorship signage.

You must be a member of the national EDPA or the UMEDPA chapter associations to attend or sponsor this event. If your company purchases a foursome, you can bring a guest(s). The guest's business must be actively engaged in the business of designing, building, or servicing exhibits and displays.

For more information, contact UMEDPA President Bob Ryan at [bohr@bergerts.com](mailto:bohr@bergerts.com) or 612-706-3130 ([www.umedpa.org](http://www.umedpa.org))



In an effort to promote the EDPA local chapter, the **EDPA Lone Star Chapter** Board of Directors has voted to expand its marketing efforts to include Twitter. Follow us on Twitter at <http://twitter.com/LoneStarEDPA> for industry news and chapter meetings and events. The Lone Star Chapter is proud to announce it has raised enough money through several meetings and events to offer a college scholarship. The purpose of this scholarship is to give back to those who work in our industry and their immediate family at a regional level. If you or a family member is seeking higher education, please fill out an application today! Download the application at: <http://www.billyraygun.com/edpa/EDPAF.zip> The Lone Star Chapter is still in need of Board of Directors. Chair and Co-Chair positions are available. For more information please contact Bill Roozée at [bill@billyraygun.com](mailto:bill@billyraygun.com). Finally, there has been an ongoing debate about the proposal to build a hotel at the Dallas Convention Center. At our November 2008 chapter luncheon, the Keynote was Dallas Mayor Tom Leppert, who presented the case along with the positives involving building a hotel at the convention center. We're happy to report the vote to build a hotel at the Dallas Convention Center was positive.



The **EDPA NorCal Chapter** "Social Networking, Don't Get Left Behind" event was held April 30, 2009, and hosted by Professional Exhibits & Graphics in Sunnyvale, CA. Speaker Michael Coffey discussed the intricacies of social networking strategies and networking etiquette, and shared his experience in working with companies to share information through online communities. Michael currently works for IMAVEX, an interactive Marketing Firm based in Indianapolis, IN. EDPA NorCal's next Event, the Annual EDPA Golf Tournament, will be held on Thursday July 30, 2009, on the rolling green of the Crystal Spring Golf Course in Burlingame. Arrive at the course between 9:00 a.m. and 10:00 a.m. for a Continental breakfast. First tee times will be at 11:00 am.

**Registrant Type**

Golf + dinner (EDPA NorCal member) \$100.00  
Golf + dinner (non-EDPA NorCal member) \$150.00  
Dinner only \$40.00  
Tournament Sponsor \$2,000.00  
Gold Sponsor \$1,000.00  
Silver Sponsor \$800.00  
Bronze Sponsor \$500.00  
Special Hole Sponsor \$250.00  
Hole Sponsor \$150.00 For details, pricing and tickets contact Lena Bengtsson at [lbengtsson@delphiproductions.com](mailto:lbengtsson@delphiproductions.com)

Got some news? Send your press releases, promotion announcements or anything else to share to Communications Manager Rory J. Thompson at [rthompson@edpa.com](mailto:rthompson@edpa.com).