



Alert

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



Dear Friend:

We're back now from a week of activity at the TS2 show in Chicago.

It started with a full day of executive committee and board meetings on July 20th, followed by two days on the TS2 show floor where we gathered together at our "Power-of-3" themed booth (see photo). While the general consensus among the exhibitors I spoke to was that show-floor activity was down as much as a third from past years, the overall quality of leads received was very good, and perhaps even up! We'll see if this is proven true when the TS2 Post-Show Exhibitor Survey results come out this fall.

If you missed us this year, we captured a moment with current EDPA-ers (l. to r.) past President Larry Kulchawik, officers Dave Walens and John Rose, and myself, surrounding

Brumark spokes-bot and official booth greeter, *Oscar the Robot*.

Next, EDPA Board member Jay Burkette led off our 2010 Economic Outlook Research Results session and introduced Red 7 Media's Michael Westcott for an ACCESS 09 Annual Conference preview. Thanks to those who joined us in the Education Stage area for this presentation, and if you'd like more details on INNOVATE, the theme for this December's meeting in Palm Springs, you'll find more to read below.

With our INNOVATE online registration link up and running, there's no better time to take advantage of our Power-of-3 membership promotion. Who doesn't want to save 33% off the price of registration these days? You'll find more details on Power-of-3 below as well.

There's more to cover here before the summer slips away from us...Read on and participate.

Sincerely,
Jeff Provost
Executive Director
EDPA
jprovost@edpa.com



Report From the Field: IFES in Paris

(The following was filed by EDPA and IFES past-president Larry Kulchawik)

On June 26-27, IFES conducted its annual meeting in Paris. Some 160 exposition service companies from 27 countries met to share their thoughts and ideas about the state of the exposition industry. The meeting was held at the Hotel Concorde Lafayette, adjacent to the Palais des Congres Exposition Centre. The theme of this year's IFES AGM was "It's about Change." The state of the world economy, and its effect on the tradeshow industry, was the main topic of discussion. In spite of the various degrees of financial burden we each are experiencing, the belief and the power of face-to-face marketing remains high. It was most encouraging to see our industry rise above the economic downfall and join together to examine new methods and strategies to support our belief that "people buy from people". Thus the IFES tagline — "Sharing Knowledge" — was most appropriate. The U.S. was well represented at the IFES international event. EDPA and twelve American companies attended, each reporting positive results and meeting content. EDPA will begin to promote next year's meeting in Shanghai shortly. This meeting will coincide with the 2010 World's Fair held in China. Details to follow here!



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 nominate them for membership in the EDPA. If they sign up on your recommendation, you get a **33% discount** off the cost of your registration to the Annual ACCESS Conference in December, AND THEY WILL, TOO! What could be simpler? For more details, contact Executive Director Jeff Provost at jprovost@edpa.com. Remember, there's strength in numbers!

innovate

SAVE THE DATE TO INNOVATE
December 2-4, 2009
Renaissance Esmeralda
Palm Springs, CA

www.edpa.com/access09



Enter NOW for This Year's EDPA and ACCESS Awards

The EDPA's 2009 Awards site is now up and running, and we need to know: Have

you or your colleagues done any work that's worth recognizing? Now's the time to say so! Go to edpa.com/awards and check out the requirements for the Eddie Award; Hazel Hays Award; Ambassador Award; Designer of the Year and Chapter of the Year. But hurry; applications must be in by October 1st. It's sooner than you think! To get started, click [HERE](#).



[Want a Piece of EDPA History? Make an Offer!](#)

If you're looking for a new booth to spruce up your presentation, the Association is selling its old EDPA trade show booth. What's really special is that the booth was a collaborative project, and many EDPA companies came together to design and build it. That's what makes it unique! Many folks will remember it from 2007-08 where it was used on the show-floor at TS2, Exhibitor, etc. Here are the actual elements:

- The backwall elements were built by Abex.
- The front counter is Nomadic.
- Interlock Stowaway truss frames the whole back wall and comes forward for a table support.
- Octanorm holds up the back-wall countertop
- Transformit made the stretch canopy.

Presently, the back wall is lapis blue laminate, the counter is flame red, the canopy is white and the truss and octanorm is silver. All fits into three Abex rolling crates. The booth is 10' x 20', 95" tall, and only requires an allen wrench and a torque wrench to assemble the whole kit, in about four hours. The selling price is \$5,000 (or best offer) for EDPA members, \$7,500.00 for non-members. Interested parties should contact Jeff Provost (jprovost@edpa.com) for details. Digital photos available on request.



[EDPA Discount Offered for Event Design Summit 09](#)

The only design conference mixing creative trends with real-world business best practices has returned, now with a discounted admission for EDPA members. If you'd like to re-energize your design team, increase the value you provide to your company and retool your creative offerings, you can't afford to miss the Event Design Summit 09. It all takes place September 28-30 at the Highland Center in Hollywood, Calif. To get started, go to eventdesignsummit.com. EDPA member companies can take 10% off their registration by contacting Member Services Coordinator Kimberly Wilson at KWilson@edpa.com, or by calling 203-852-5698.



[Get Ready To Tee Up for a Good Cause](#)

The 2009 Randy Smith Memorial Golf Tournament sign-up page is now open. Please plan to join the EDPA Foundation, EACA and TSEA for this special one-day event. This year's tournament will be held October 12, 2009 at Stone Mountain Golf Club in Stone Mountain, GA. For full details and to reserve your spot, go to www.rsmgc.org.



[Got Something Worth Sharing? We Have Your Venue](#)

As we continue planning for the ACCESS '09 show in December, 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. If you're an experienced speaker or would like to make a recommendation, contact Jeff Provost at jprovost@edpa.com

[Donations Needed for Our Silent Auction](#)

The 2009 EDPA Silent Auction promises to be even bigger and better this year. Upcoming improvements will be our own Website link that will provide descriptions of all donations available for purchase at ACCESS 09, along with recognition for the donating company. New links for Gift Registries will make it easy to locate and purchase an item to donate. At the auction we're planning for an expanded display for the "Made In The EDPA" items that were such a huge hit last year. But we need your help. To get started early on donations, we're asking that you or someone in your company consider making an item that they do as a sideline or hobby. Last year we had handmade blankets, blown-glass jewelry, framed artwork and photos, and even a custom-made guitar! Show off your talents to the EDPA world. Also look in your offices and warehouses for NEW, UNUSED items or collectibles. The desired end-result is more money for the EDPA Foundation, for less cost-per-item. Until the site goes live, contact Member Services Coordinator Kimberly Wilson at KWilson@edpa.com, or call 203-852-5698.

Chapter News



The **EDPA LoneStar Chapter** is planning to fire up the second half of the year with a series of social events. Please keep an eye out for more details.



We are pleased to announce **EDPA Southern California Chapter's** 4th Annual Social 2009 on August 26. Join us for an evening of dining & ambience at the unique Lew Webb Classic Car Museum! "Lew Webb's life is a true rags-to-riches story. He was 21 when he arrived in Long Beach in 1954 with his young wife, \$35 and no job. It is a case study and history of how hard work, positive thinking and integrity in one's business dealings can deliver more than mere financial rewards. This museum is one of those rewards. Come see a spectacular collection of classic cars like a Tucker or an Auburn, a Duesenburg and a Packard." Because there is a limited capacity for this event, we recommend advanced registration. Click [HERE](#) to register online and reserve your seat.



On July 27th, the **Upper Midwest Chapter** of the EDPA had their 34th annual golf outing at Eagle Valley Golf Course in Woodbury, Minnesota. It was a good time for networking, education, camaraderie, and friendly competition. Funds were also raised for the EDPA Foundation. To see more information and pictures of the event you can go to our Website at www.umedpa.org. Also look for an upcoming announcement regarding our fall 2009 meeting.



The **Southeast Chapter** of the EDPA sponsored the 3rd Annual "Get out of the gutter...for a good cause" charity bowling competition and social event on June 4, 2009, at 300 Atlanta in Dunwoody. This year's event was attended by more than 125 EDPA members (a 25% increase from last year) and was generously supported by 10 Corporate Sponsors, raising much-needed financial support for the families supported by the RSMGC. The event featured 32 teams of four bowlers, all competing for the coveted championship trophy. The eight teams with the highest one-game total pin-count qualified to bowl in the championship bracket round which was eventually won by the team from Laarhoven, who narrowly beat 2nd place ColorChrome. The 'Team Spirit' trophy was awarded to Expotechnik's four lively teams who all cheered triumphantly with every ball thrown. Sally Walker, President of the EDPA SE Chapter, summed up the evening saying, "This annual event has really grown and is something our membership looks forward to each summer. Even in the midst of this troubled economy, it is great to see so many here having such a great time competing together and generously supporting the RSMGC recipients."

The next meeting of the Southeast Chapter will be held September 3rd, 11:30 a.m., at the Georgia World Congress Center. This meeting, "Fact not Fiction on the State of the Atlanta Hospitality Industry" will be a "Town Hall"-style meeting with a panel of local experts. The panels will include Mark Zimmerman, General Manager GWCC, Mark Sussman with the Atlanta Convention & Visitors Bureau, and Kate Lastinger, Georgia Chapter President for Meeting Planners International.

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

Did someone forward you this newsletter? You can get your own copy delivered directly to your inbox. To sign up, click [HERE](#).