



Alert

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

Dear Friend:



The EDPA is proud to announce it has just released a new research paper culled from interviews and surveys with several hundred agency and brand executives on what they have done to prepare for the downturn, and what they expect in the coming months to emerge from it. In the paper, titled "Pain & Possibility; Coming Out on Top: 10 Ways to Counter the Recession," we have uncovered a few positive signs that growth could start again by year's end, but only if savvy exhibitors take some positive action. Details are below.

I'm sure you've heard that TS2 is headed to Chicago, July 20-23, and as a valued EDPA member, I want to make sure you're aware of the strategic alliance partnership between EDPA and TS2, and exactly how you can benefit from it.

While TS2 acknowledges that this is a tough economic year and many exhibitors are concerned about costs associated with exhibiting, we all know that statistically, face-to-face marketing is the best and most cost-effective way to reach potential customers. And, with such a high concentration of exhibit and event marketing professionals in the Chicago local region, exhibiting at TS2 2009 could be a very good move for your company.

Also, EDPA and TS2 are working together to leverage our many areas of common interest and synergy. We are proud to be presenting the 2010 EDPA Economic Outlook Research Results and EDPA ACCESS Annual Conference Preview in conjunction with TS2 on Tuesday, July 21 at 2:00 p.m. This program, taking place in the Exhibit Hall Education area directly on the show floor this year, will focus on executive education specifically for EDPA members.

Finally, and perhaps most pertinent, our partnership with TS2 provides for a special discount of \$100 per 10' x 10' exhibit space for our members, as well as a financial contribution to support EDPA's efforts based on the participation of our members.

We believe that TS2 is an important industry event and urge you to take advantage of this offer and join many of your fellow members exhibiting at TS2 2009 in Chicago next month. To find out more information on exhibiting, please contact Yvonne Downie at 703-647-2641 or ydownie@ntpshow.com. For more information on our partnership, please feel free to contact me directly at EDPA.

In the meantime, EDPA will be well represented next week in both London at the Excite! show, as well as at the IFES meetings in Paris. We'll be sure to report back to you in next month's ALERT on both of these international industry events.

Sincerely,
Jeff Provost
Executive Director
jprovost@edpa.com



Help is Here for Those in "Pain"

It's no secret that in 2009, the recession has impacted the exhibition industry in several negative ways. Yet for exhibit professionals, this recession is a terrible thing to waste and can actually present numerous opportunities for growth and efficiency. In the EDPA's first research report of its kind, "Pain & Possibility; Coming Out on Top: 10 Ways to Counter the Recession," the Association has uncovered a number of positive signs that growth will start again, but only if savvy exhibitors implement some positive steps. The full report is available for **FREE**, as part of your membership in EDPA. To get your access code for a free download, contact Member Development Director Kevin P. Rudden at krudden@edpa.com.



Are You Eligible for an EDPA Award? You'll Never Know Unless You Apply

The EDPA's 2009 Awards site is now up and running. 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. To get started, click [HERE](#).



Buy a Piece of EDPA History

Looking for a new booth at a bargain price? The Association is selling its old EDPA trade show booth. What's really special about it 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 backwall counter top.
- 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 of it fits into three Abex rolling crates. The booth is a 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 for EDPA members, \$7,500 for non-members. Interested parties should contact Jeff Provost (jprovost@edpa.com) for details. Digital photos available on request.



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, you both get a 33% discount off the cost of your registration to the Annual ACCESS Conference, set for Palm Springs this December. What could be simpler? For more details, contact Executive Director Jeff Provost at jprovost@edpa.com. Help us to help you!



EDPA Foundation Scholarship Deadline Looms

The EDPA Foundation Scholarship Fund, created in 2004, is awarded to industry members and their families to help students 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. But hurry: The deadline is July 1; This is the **FINAL Call!** Scholarship applications are being accepted now for the 2009 fall semester. Do you have a child or know of one in the industry who is entering college in the fall? For more details and to download an application, click [HERE](#).



Exhibit City News Seeks Outstanding "40 Under 40" Nominees

According to the Bureau of Labor Statistics, about 70 million baby boomers, born between 1946 and 1964, are nearing retirement, including hundreds, if not thousands, of exhibit and association industry professionals. How will the loss of these senior professionals affect and influence our industry? That's what Exhibit City News is setting out to determine. Who are the young hotshots primed and ready to carry the industry banner into 2015 and beyond? Who are the 40 under 40? Exhibit City News is gathering nominations to find our industry's most dynamic young business leaders, entrepreneurs, managers, marketers, designers, engineers, vendors, exhibit and event managers, and sales and account executives. To see all the criteria and to nominate a worthy candidate, click [HERE](#). But Hurry! The deadline's been extended only to Sunday, June 21.



Got Something Worth Sharing? We Have Your Venue

As we begin preparations for the ACCESS '09 show in December, EDPA is looking for both speakers and exhibitors. For this year's conference the theme is "Innovation" and there are a couple of 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 Jeff Provost at jprovost@edpa.com.

And if you'd like to exhibit at the show or sign on as a sponsor, numerous opportunities are now available. For a complete sponsor or exhibitor package, contact Kelly Koenig, Senior Director of Exhibit & Sponsorship Sales at kkoenig@edpa.com

Chapter News



The **EDPA NorCal Chapter** will once again host its annual fundraising golf tournament this year. The tourney takes place Thursday, July 30, at the Crystal Springs Golf Course in Burlingame (PlayCrystalSprings.com), with a four-person scramble, best-ball

format. Continental breakfast and networking begins at 10 a.m., with tee-times starting at 11 a.m. Dinner, a raffle, prizes and awards kick off at 4 p.m. To reserve your spot, go to: www.123signup.com/register?id=jfpns

There are opportunities to sponsor the event. Prominent signage will be displayed to give recognition for companies that would like to join us as a sponsor.



The **EDPA Las Vegas Chapter** would like to thank all their generous sponsors for the Seventh Annual EDPAF Las Vegas Scholarship Golf Tournament! They had 60 golfers with more than 75 attending the awards lunch last Friday, and are happy to announce they have raised enough funds to generate an additional Foundation scholarship, even in these trying economic times!

The EDPA Las Vegas chapter July mixer update will be sent out as soon as all the details are set. For more information please e-mail edpalv@yahoo.com.



SCHOLARSHIP WINNER (L to R): Las Vegas Chapter Director Bernie Massett, Mrs. Erica Delmore, scholarship recipient Olivia Delmore, Chapter President Emeritus Rebecca Thompson and EDPA Executive Director Jeff Provost with the "big check."

Photography courtesy of Exposures LTD. 2009



The **EDPA Midwest Chapter** will be hosting a presentation, "Striving and Thriving in a Down Economy" on Monday, July 20. The event takes place at McCormick Place in Room #W195, from 6:30 to 8:30 p.m.; admission is \$65. For full details and to sign up, go to: www.123signup.com/register?id=zsgyz

Coming up on Monday, August 3, Midwest will also host the "7th Annual Chicago Randy Golf Outing," with proceeds going to the Randy Smith Memorial Golf Classic. The event takes place at the Maple Meadows Golf Club in Wood Dale, IL. There will be a 1 p.m. shotgun start; Registration information to follow.

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