



BREAKING RECORDS

EXHIBITOR2007 broke records all over the place as it packed the Mandalay Bay Convention Center last month. The largest exhibit and event industry show in the country, and one of the top U.S. trade shows when it comes to attendees' net buying influence, EXHIBITOR2007 boasted a record-breaking 310 exhibitors covering 72,000 square feet of space. Pre-registration alone was up 9 percent from EXHIBITOR2006 (that's another record!). Attendees discovered new products, cool trends, hot strategies, and crowd-pleasing promotions at the industry's most comprehensive learning event.



Nice to Meet You

Attendees networked with industry contacts at receptions held on Sunday and Monday evenings, while daily Peer2Peer Roundtables offered an opportunity to discuss 31 industry-related topics. Dinner With Strangers, held every evening from Sunday through Wednesday, gave participants the chance to meet new people as they dined at Mandalay Bay's top-rated restaurants.



Learning Curve

With 73 new sessions added this year, attendees chose from more than 200 educational seminars covering subjects such as measurement, corporate events, global exhibiting, and more. Attendees also took field trips and listened to industry experts in the Authors Executive Series.



Graduation Day

More than 330 Certified Trade Show Marketer candidates attended classes on their way to earning the only university-affiliated certification in the exhibit-marketing industry. A special dinner on Sunday evening celebrated the program's 24 newest graduates and 17 existing graduates who received gold, silver, and bronze CTSM certification upgrades.



It's Hip to be Square

A hip congregation spot called THE SQUARE offered a variety of ways to connect with the exhibiting community, to register for the conference and the show, to buy books, and much more.



The lounge area offered an oasis in a sea of business, a place to take a load off your feet and recoup or play a game with friends.



It was all in the cards as Bryan Berg, world record-holding card stacker, built an airy, fragile sculpture that he imploded on the final day of the show.



The Best of the Best wall showcased winners of the 2006 Sizzle Awards, Exhibit Design Awards, All-Star Awards, and Corporate EVENTS Awards.



Attendees got a sneak peek of "10 Ideas That Changed the Trade Show Industry" in the Exhibitor Gallery.



At the bookstore, attendees purchased industry-related books, while featured authors autographed copies.



Participants posed for pictures in the photo booth near the Exhibitor Community Photo Wall, where they affixed their photos to their hometowns on the giant world map.

The Winners Are ...



Best of Show Booth Staff

The VMC Group booth staffers earned high praise. "They were engaging without being pushy," said one judge. "They asked good qualifying questions."



Best of Show Small Exhibit

NMR Staging & Events wowed judges with its interactive exhibit that "proved video can be crafted to meet many needs of many exhibitors and event planners."



Best of Show Large Exhibit

PICO Far East Holdings Ltd. nabbed top honors. Judges liked how the exhibit displayed "clear messaging and a great layout dressed in beautiful, trendy colors."

THE SQUARE ILLUSTRATION: TOP DOG ILLUSTRATION

Buyers' Choice Awards

EXHIBITOR2007 continued the tradition of being the top spot for new-product announcements. Attendees checked out 52 new products on the floor, while a panel of 10 buyers judged the entries and picked the following seven companies as this year's Buyers' Choice Award winners for their innovative and unique new offerings. For more information on the 2007 Buyers' Choice Award winners, visit www.ExhibitorWebLinks.com.



Athena Promo for its Razor Flash Drive. Ultra thin and the size of a credit card, this drive fits into a wallet and can be branded with logos. "It's a giveaway that people will use over and over," said one judge.



Outwater Plastics Industries Inc. for its Extrude-A-Scent eco-friendly wood-pulp mouldings that are customizable with virtually any scent. "It's right on trend in so many ways," said one judge.



Dimensions Displays Ltd. for its D3 Display Stands that combine light screens, literature racks, and shelving into a hip display. According to one judge, "It's a cool way to display graphics."



Blue Telescope for its Starmap display system, a table kiosk that allows interaction while exploring a virtual map, product display, or game. "You can easily customize it to what you are doing," said one judge.



Eco-Systems Displays for its Eco-Systems green-built portable-modular exhibit system developed with environmentally responsible materials. The judges liked the idea and the execution, saying, "They found a need in the industry and filled it."



Markettech Inc. for its You Can Make a Difference intranet-based self-training software program. Judges appreciated how the software can be loaded on a company's intranet for easy accessibility.



Fish Software Inc. for its Immersive Media Application that uses RFID to customize each attendee's experience. According to one judge, "There are capabilities all over the place. It's definitely innovative."

EXHIBITOR2008

March 9-13, 2008

Mandalay Bay
Convention Center
Las Vegas

Visit the URL below for more information on next year's education and training conference for trade show and corporate event marketers.

www.Exhibitor2008.com/2008Preview.asp