



for Exhibitor and Event Marketing

For Exhibitors, By Exhibitors

*The Center is an Exhibitor's Strategic Resource
for Solutions and Success.*

www.iceem.net



“Open engagement is the key to accomplishment, and The Center is committed to innovative ideas, collective collaboration, and open engagement between all sectors of the event marketing community. The Center’s group effort is critical to the industry as a whole during these challenging economic times – and will continue its relevance as things improve. After all, it’s far more effective if our industry’s voices are heard in chorus – rather than a lone solo.”

– **Marilyn Kroner**
Principal, Kroner Communications

The Center Board of Directors



“In an era of information overload, The Center can be your ideal, one-stop resource to tap into a rich pool of information for exhibitors and show marketers alike. Whether your event is domestic or international, you get solutions to your questions from peers in the industry who have so generously shared their knowledge with The Center.”

– **Beate Halligan**
President, H+A International, Inc

The Center Board of Directors



“Meeting face to face is the essential element that transgresses all borders and cultures, and The Center is the focal point that positions us for consistent growth.”

– **Mike Lynn, CME, CMM, CMP, CEM, CPC**
Director of MarComm, Exhibitions, Events & Protocol, L-3 Communications

The Center Board of Directors



“The Center is launching at a crucial time in the evolution of face-to-face marketing – a time when organizers, exhibitors and attendees are starting to work together to achieve incredible results from trade shows and events. The Center provides the necessary resources for all these stakeholders. Exhibiting companies can find the critical information needed to make sage marketing decisions about exhibitions and events. Show organizers can find the resources to assist their exhibitors and attendees in augmenting their results. In essence, it’s one-stop-shopping for the exhibiting and events sector.”

– **Bob Dallmeyer, CEM**
President, RD International

The Center Board of Directors



“Because exhibiting is a cost effective way to bring goods and services to market, exhibitors deserve a place to get useful information, network, and learn relevant lessons on how to market face to face.”

– **David Causton**
General Manager, McCormick Place

The Center Board of Directors



“As the trade show industry evolves, so should the way that we think and conduct business. The Center provides the cutting-edge tools that show organizers, exhibitors, suppliers and event promoters require for thriving in today and tomorrow’s world of meetings. The wealth of resources available through the Center meets a critical educational and interactive need for our industry, making The Center the indisputable leader in innovation.”

– **Yulita Osoba, CMP**
Senior Director of Sales, Marketing & Event Management, Orange County Convention Center

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