

Educational Sessions Announced for Inaugural Event Technology Expo at HSMAI's Affordable Meetings National  
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Two-Day 'Showroom and Sales Office' Offers Information on New Innovations in Tech Products, Applications for Exhibitions, Meetings, Events

Attendees at the inaugural Event Technology Expo(TM) at HSMAI's Affordable Meetings(R) National will enjoy a host of educational sessions addressing the latest and greatest in technology as it relates to tradeshow, conventions, meetings, and special events. Admission to the two-day "show within a show" from Sept. 10-11, 2008, at the Walter E. Washington Convention Center, Washington, DC, is complimentary for all qualified tradeshow, convention, meeting, and event producers, organizers, and planners.

"We plan to address topics most frequently mentioned by organizers and planners as being vital to the production, promotion, and enhancement of the meetings, exhibitions, conferences and events," said Robert A. Gilbert, CHME, CHA, president and CEO of HSMAI. "In our inaugural year, we will offer a multi-day and multi-track program designed to allow attendees to visit as many sessions and topics of interest as possible."

Allen Blue, co-founder and vice president of LinkedIn will present a general session titled "Deriving greater value from 3 days out of the office: LinkedIn's View on the Power of the Relationship and its Impact on Events.' The session will explore the online professional network, its beginnings and subsequent growth, and the opportunities that the network effect presents to conference organizers to aid attendance and engagement pre and post event.

Other topics for the educational sessions at Event Technology Expo include:

Website High-Five Strategies

Understanding and Realizing a Strategic ROI on your Social Network: How to go Beyond Introductions and Better Engage your Customers and Constituents

Intelligent Technology and the Personal Touch: Innovative Uses of Technology to Bring Back the Magic of Personal Touch to Any Event.

Building Attendance and Sponsorships via Podcasts, Blogs and Streaming Media

Emerging Technologies for 21st Century Meeting and Events

The Next Generation of E-RFPS: Deal or No Deal!

Search Engine Optimization for Events: Enhance Your Web Site to Amplify Your Attendance

Unlocking The APEX Initiative to Your Advantage

The Top Online Revenue Generating Tech Tools for Events: Sell More Booth Space, Sponsorships and Web Advertising

Attendee Tracking Technology: RFID and Beyond

Online Community--Extending and Enhancing Meetings & Conferences

Is this the Perfect Storm? Legal Implications and Considerations of Event Technology

Strategic Meetings Management: Leveraging Your Travel and Procurement Department

Integrate, not Separate: Registration & Housing

An Online Exhibit Manual or Show Management Tool

Engineering your Technology Solution in a State-of-the-Art Facility

Event Marketing & Communication Technologies: How to Engage Prospects and Attendees Before, During and After Your Event

Event Technology Expo is presented in conjunction with HSMAI's Affordable Meetings National(R), a conference and exposition that offers attendees, representing meeting and event planners from a variety of organizations, the opportunity to meet and do business with more than 300 exhibiting companies that will showcase venues, products and services to help produce various types of meetings and events.

Expo planners expect more than 2,000 professionals, composed of tradeshow organizers, conference and meeting planners, and corporate and special event producers at Event Technology Expo.

For information regarding exhibiting or speaking, contact Rob Weissman, Co-Producer, 212-679-9212, raw@acsb2b.com. Call 914.421.3200 Ext 7777, for information on attending Event Technology Expo.

### **About Event Technology Expo at HSMAI's Affordable Meetings(R) National**

Event Technology Expo at HSMAI's Affordable Meetings(R) National is a major exposition and conference addressing all aspects of technology as it relates to tradeshow, meetings, and special events. The conference and expo offer attendees the opportunity to meet and do business with more than 300 exhibiting companies, representing vendors of event technology applications and services. Event Technology Expo at HSMAI's Affordable Meetings(R) National is presented by the Hospitality Sales & Marketing Association International Americas region and managed by GLM, a dmg world media business. Visit [www.affordablemeetings.com/ete](http://www.affordablemeetings.com/ete) for more information.

### **About HSMAI**

HSMAI is an organization of sales and marketing professionals representing all segments of the hospitality industry. With a strong focus on education, HSMAI has become the industry champion in identifying and communicating trends in the hospitality industry, and bringing together customers and members at annual events, including HSMAI's Affordable Meetings(r). Founded in 1927, HSMAI is an individual membership organization comprising more than 7,000 members worldwide, with 40 chapters in the Americas Region. For more information on HSMAI, contact the Hospitality Sales & Marketing Association International, 8201 Greensboro Drive, Suite 300, McLean, VA 22102, phone (703) 610-9024, fax (703) 610-9005, or visit the website at [www.hsm.ai.org](http://www.hsm.ai.org).

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