

Event Planners Will Learn to Leverage Public Relations to Maximize Integrated Marketing at HSMAI's Event Technology Expo @ Affordable Meetings National

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PR Newswire Executive to Deliver Session on Using Technology

Successful marketing and public relations are essential to promoting attendance, sponsorships, exhibit sales, and overall industry awareness for meetings and events. Susan McPherson, vice president of global trade show services for PR Newswire, will present an educational session addressing ways technological tools and methods can enhance events at HSMAI's Event Technology Expo(TM) @ Affordable Meetings(R) National, September 10-11, 2008 at the Walter E. Washington Convention Center, Washington, D.C.

The session, titled "Leveraging PR to Maximize Integrated Marketing," will be held on Sept. 11 at 8:30 am and explore the current economic realities, competition for attention from other events, and growing budget restrictions that make an effective marketing campaign critical to ensure the health and success of an event.

"PR Newswire is a leader in news and information distribution services for professional communicators," said Robert A. Gilbert, CHME, CHA, president and CEO of HSMAI. "The session is a natural fit for our conference agenda as we strive to offer attendees resources to promote, plan and execute their events each year."

Attendees will leave the session with practical solutions and recommendations for ways to help sponsors, speakers, and exhibitors more effectively market their participation at key events.

Susan McPherson is responsible for developing key strategic relationships with trade show and event management firms at PR Newswire. While maintaining these partnerships, Susan and her team, work in tandem with Sales and Marketing to create specific event-related offerings designed for exhibiting companies.

The Affordable Meetings National and Event Technology Expo (ETE) conference agenda features 42 seminars this year, including 18 sessions on event technology subjects. One of the other highlights will be a general session presented by LinkedIn Co-Founder Allen Blue, who will discuss the opportunities that LinkedIn presents to meetings, events, and conference organizers to aid attendance and engagement pre- and post-event.

Attendees represent meeting and event planners from a variety of organizations, with a majority representing corporate, association and independent sectors and the balance from government, non-profit, education, religious and medical/healthcare organizations, trade show management and the military, are expected to visit HSMAI's Affordable Meetings National and ETE 2008 show. Attendance at HSMAI's Affordable Meetings National and Event Technology Expo is free-of-charge for qualified meeting planners.

Exhibitors represent hotels and resorts, university conference centers, unique meeting sites, convention and visitor bureaus, transportation companies, trade publications, software and audio/visual businesses, and other meeting and convention suppliers. Booth space is still available at Affordable Meetings National and can be obtained by contacting Stephanie Leon-Santiago, exhibit sales coordinator, GLM, (914) 421-3213 e-mail: stephanie_santiago@glmshows.com.

[Click here](#) to view the exhibitor prospectus.

Attendee information for HSMAI's Affordable Meetings(R) National is available by calling 914-421-3200 Ext. 7777. For additional information and a complete program schedule, visit www.affordablemeetings.com or go to www.nxtbook.com/nxtbooks/hsmi/2008_natnlconf/.

Event Technology Expo at HSMAI's Affordable Meetings(R) National is an exposition and conference addressing all aspects of technology applications and services as they relate to tradeshow, meetings, and special events. For information regarding exhibiting, contact Rob Weissman, Co-Producer, 212-679-9212, raw@acsb2b.com. Call 914.421.3200 Ext 7777, for information on attending Event Technology Expo. Visit www.affordablemeetings.com/ete for more information.

About HSMAI's Affordable Meetings(R) National

HSMAI's Affordable Meetings National will once again offer attendees the opportunity to meet and do business with more than 450 exhibiting companies during a unique exposition that will showcase venues, products and services to help produce various types of meetings and events. Year-after-year, the highly-acclaimed trade exposition is a main attraction for attendees looking to meet and network with knowledgeable suppliers who are determined to help produce valuable meetings and assist with purchasing decisions. Exhibitors represent hotels and resorts, university conference centers, unique meeting sites, convention and visitor bureaus, transportation companies, trade publications, software and audio/visual businesses, and other meeting and convention suppliers. HSMAI's Affordable Meetings is owned and presented by the Hospitality Sales & Marketing Association International Americas region and managed by GLM, a dmg world media business. Visit www.affordablemeetings.com or email affordable_meetings@glmshows.com 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, 1760 Old Meadow Road, Suite 500, McLean, Va. 22102, (703) 506-3280, fax (703) 506-3266, or visit the website at www.hsmmai.org.

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