

HSMAI selects J. Spargo & Associates to manage Affordable Meetings/Event Technology Expo 2008-09-10

The Hospitality Sales & Marketing Association International (HSMAI) recently announced the appointment of event management company J. Spargo & Associates, Inc. (JS&A) to manage HSMAI's Affordable Meetings(R) conferences and expositions, including the new Event Technology Expo(TM)@ Affordable Meetings, effective Oct. 1, 2008.

'We look forward to our new partnership with JS&A, which will begin immediately,' said Robert A. Gilbert, CHME, CHA, president and CEO of HSMAI. 'JS&A will work side by side with HSMAI and George Little Management at Affordable Meetings National and Event Technology Expo, September 10-11 in Washington, DC. J. Spargo brings a proven track record of excellence in show management and cutting edge technology to HSMAI's Affordable Meetings.'

Services provided by JS&A will include exposition sales and management, registration, housing, event marketing and meeting logistics. JS&A is a full-service event management company providing clients, including the National Business Travel Association (NBTA), with innovative, attentive management and sales services, nationally and internationally, since 1973.

'Enhanced educational programs for meeting planners, dynamic supplier/planner matchmaking programs and creative approaches to improving exhibitor ROI will be jointly developed by HSMAI and JS&A,' said Susan Bracken, President and COO of J. Spargo & Associates, Inc. The teams at JS&A and HSMAI are committed to the continued success of the Affordable Meetings(R) series of shows and anticipate significant growth in both attendance and exhibitor participation.'

The dates and locations for the 2009 shows are: HSMAI's Affordable Meetings Mid-America, April 1-2, 2009, Chicago, HSMAI's Affordable Meetings West, San Jose, CA, June 10-11, 2009, HSMAI's Affordable Meetings National and the 2nd Annual Event Technology Expo, Washington, DC, September 9-10, 2009.

More than 2,000 attendees, representing 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/health care organizations, trade show management and the military, are expected to visit HSMAI's Affordable Meetings National and Event Technology Expo 2008 show. Attendance at HSMAI's Affordable Meetings National and Event Technology Expo is free-of-charge for qualified meeting and event planners.

About HSMAI's Affordable Meetings(R)

HSMAI's Affordable Meetings 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. Visit www.affordablemeetings.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.

This article comes from Hotel News Resource
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The URL for this story is:
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