



**FOR IMMEDIATE RELEASE**

Date: 10/11/2004 12:00 AM

Contact Name: Susan Brower

Contact Phone: +1 (972) 687-9213

Contact E-mail: sbrower@iaem.org

IAEM Announces Awards Recipients - Individuals to be Recognized at IAEM's Annual Meeting & Exhibition

New Prestigious Industry Awards Given to Professionals who Make Significant Contributions to the Industry

DALLAS - 11 October 2004 - The International Association for Exhibition Management (IAEM) announces the winners of the association's prestigious awards. These awards are presented to individuals for outstanding achievement, dedication and/or contribution to the exhibition industry. This year, IAEM's Awards Program was enhanced with several new awards designed to recognize more professionals in the industry for their contributions, excellence, and innovation in exhibition management.

IAEM Awards Committee Chairman Bob Dallmeyer, says "This year, the committee spent considerable time and energy developing an enhanced program which accurately reflects the accomplishments of the individuals in our multifaceted industry. Introducing these awards allows IAEM to recognize a broader representation of the success of those professionals."

The awards presented this year include:

- Pinnacle Award
- Distinguished Service Award
- Merit Award
- Outstanding Achievement in Industry Leadership
- Outstanding Achievement in Innovation in Business Solutions
- Outstanding Achievement in Marketing & Sales Show Management
- Rookie of the Year - Show Management and Supplier

"I am proud of the individuals who will receive these honors at the annual meeting. They are the leaders in the industry, and have proven, through their achievements, that the exhibition industry is stronger and positioned for a future of growth," says IAEM Chairman Dennis Slater.

IAEM's Awards Committee discusses each candidate's qualifications in depth when deciding on who will receive the association's highest honors. The final selection is based on merit. Winners must have a proven track record and forged new ground in the chapter, IAEM and/or the industry. The following individuals will be recognized at IAEM's Annual Meeting, 1-3 December 2004, in San Antonio, Texas.

**Rookie of the Year** – One Show Manager and One Supplier, recognizes excellent professional performance by an individual with three or less years of full-time exhibition industry experience. Two categories of competition permit the award of a Rookie of the Year for show managers and suppliers. The contributions made by the individuals and their potential impact on the employing organization or the exhibition industry will be considered.

#### **Rookie of the Year – Supplier - ListeNation**

The ListeNation team of John Tisdale, Ray Baum, and Eric Morgenson developed a new, innovative, and cost effective approach to direct marketing, which enables show management to communicate with attendees and exhibitors by delivering personal, relevant, and time sensitive messages to their voice mail systems. Several companies and organizations in the industry have used the strategic approach to generate awareness about their own exhibitions including GWSAE, SISO, and TSEA. As members of IAEM, the team members are sure to attend meetings and support IAEM and the organization as a whole.

#### **About IAEM**

Since 1928, the International Association for Exhibition Management (IAEM) continues to provide quality and value to its members through leadership, service, education, and strong relationships. IAEM is the exhibition industry's premier association, with a membership of both show managers and exhibition suppliers who develop 95 percent of the 200 largest exhibitions in the industry. IAEM also supports IAEM Services, Inc., a wholly owned subsidiary that partners with industry suppliers and service providers to offer high quality, low cost exhibition products and services to the industry. For more information, visit [www.iaem.org](http://www.iaem.org).

###