

Trade Show Executive's

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SPOTLIGHT ON Innovation AWARDS

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Innovation drives the trade show industry. Without it, all you can do is optimize what you have now. Innovation catapults you ahead of the pack and helps you create moving barriers to your competitors. It enables you to extend your winning streak—resulting in continuous growth and increased customer satisfaction.

Inspiration can come from anywhere for the trade show industry. Bartizan adapted the technology which is used for age verification at nightclubs to create a system for capturing leads at consumer shows. *The Exhibitor Show* brought retail behavioral science to the exhibit floor. Opus Solutions thought outside the box—the “convention center” box that is. And ListeNation blended mass marketing techniques with a customized approach to create an efficient new promotional tool.

When you have a good thing going, instinct makes you want to lock in your gains. But true entrepreneurs refuse to hold on to the past, and although they may get bruised along the way, remain steadfast in their goal to develop new ideas and processes. Their focus is to put their old ideas out of business!

Trade Show Executive magazine salutes those who defied tradition to build new value for their exhibitors, attendees and staff—and the trade show industry as a whole.



