

MARYANNE BOBROW, CAE, CMP, CMM

MaryAnne Bobrow, CAE, CMP, CMM is the founder of Bobrow & Associates, an association and meetings management company. Bobrow has over 15 years' experience in association, meetings and trade show management.

Bobrow is an active member of the American Society of Association Executives, the California Society of Association Executives (member of Capitol Regional Council, statewide Communications Chair, Mentor for those preparing for the CAE Exam, and Co-moderator of the CEO Breakfast Forum), Meeting Professionals International (serving on the Board of Directors and as President-Elect for the Sacramento Sierra Nevada Chapter), The International Association of Exhibition and Events (IAEE), and the Professional Convention Management Association (PCMA) (Industry Research Committee). Bobrow has authored chapters for PCMA's latest book, *Professional Meeting Management*, 5th Edition and IAEE's latest book, *The Art of the Show*, 3^d edition.



She also believes strongly in giving back to the industry in which she works. To that end, she taught for more than seven years in Golden Gate University's Distance Learning program (Meeting and Conventions, Exposition, and Special Event Management). She frequently teaches in California State University, Sacramento's Meeting Planning Certificate Program and serves as adjunct faculty in UNLV's Distance Learning Program, teaching Trade Show Operations. Bobrow also lectures on various topics, individually and in conjunction with other speaking professionals. She is a founding member of The Mavens Network, a group of experienced hospitality industry individuals who speak on strategic issues affecting the way business is done now and in the future. She is also a founding member of VIP Resources, whose products and services include mentoring and The Legacy Series™ (hospitality industry presentations).

Bobrow currently serves on the Convention Industry Council's APEX Glossary Panel and, with fellow members of the Mavens Network, presents workshops on the value of APEX OfficeReady to the hospitality industry.

She is the recipient of the CalSAE 2004-2005 Association of the Year award, the MPI Sacramento Sierra Nevada 2006 Planner of the Year award, 2005 Chapter Leader of the Year award, and 2005 President's Award.

Session Topics:

Exhibit Marketing

Marketing to exhibitors is different from marketing to attendees. Learn the differences between the two and how to incorporate strategies for attracting exhibitors, and partners to your trade show.

Trade Show Contracts and Risk Management

Trade show contracts go far beyond the hotel room block. They include contracts with hotels, convention centers, exhibitors, and other contractors and suppliers. Learn the nuances of contracting with these professionals and situations to avoid.

The Care and Feeding of Exhibitors

Increase the success of your trade show by ensuring that your exhibitors keep coming back year after year. Learn what you need to guarantee your trade show receives glowing exhibitor evaluations. Find out what you need to do to ensure a positive experience for first-time exhibitors.

Understanding Strategic Alliances/Sponsors

Exhibitors and attendee fees do much to ensure the financial success of your trade show. But a large part of your revenue comes from strategic alliances formed with sponsors and others. Learn how to work with these important partners to ensure that they continue to financially support your trade show.

Exhibitor Prospectus, Floorplans, and Booth Assignment

Do you design your exhibitor prospectus and your floorplan so that it is adaptable to the needs of your exhibitors? Do you know the proven strategies for ensuring that your exhibitors will be pleased with their booth assignments? Learn how these important elements are essential to selling your booth space.

Budgeting for Trade Shows

Developing a sound budget for your trade show takes a great deal of time and effort. Learn how to develop a template for future use and how documenting budget exceptions can ensure accurate budgeting for your trade show.

Registration and Data Management

Technology is changing the way in which we collect, manage and analyze registration data (of attendees and exhibitors alike). Learn what information to collect, how to manage it, and how to translate analyzed data into effective management reports.

The Greening of Trade Shows

Trade shows have historically not been environmentally friendly, producing tons of waste and consuming huge quantities of power and water. With attention to global warming and a hospitality trend towards “green meetings,” it is imperative that trade shows structure their events so they are more environmentally friendly. Learn ways in which show management, its contractors, exhibitors and attendees can all contribute to a greener trade show.