

TradeShows **PLUS!**

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TSP Industries by Category+
Conference Experience +
Awards



The PLUS

You **Need** for
Your Program?



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**TSP Industry Experience
by Category**

Conference Experience

Awards

The PLUS
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Automotive Industry

Audi
Ford Credit Corporation
Goodyear Engineered Services
KIA
JCI
Michelin
Subaru of America
Volkswagen

Chemical Industry

Exxon Chemical
GE Specialty Chemical
IAF Biochem
Zeneca Biocides

Computer/High Tech

Acxiom
AM GEN
AMX
Apple Computer
Aztech
BDI
Bearing Point
Bell and Howell
Carnegie Mellon University
Check Point
Compaq
Covia Technologies
Credence
Dictaphone
Digital
E360
EDS
Fibronics
GTE
GTE Mobile Communications
Hewlett Packard
Hitachi
IBM
JDSU
Information Access
Knights Technology
Kodak
Living Books/Broderbund

The PLUS

You **Need** for
Your Program?



LizardTech
Mitel Corporation
Mitsubishi
Motorola
NEC
Norand
Nortel
Novell
SBE
Sharp
Star Micronics
Tandem Computers Inc., Canada
Tech Data
KLA/Tencor
Texas Instruments
Toshiba
Univel
Xerox

Construction/Home/Electronics/ Home Improvement/ Manufacturing/Entertainment

CA Scientific
Conco
CSI
Forbes Steel and Wire
Gray Construction
Ingersoll-Rand
InSinkErator
JI Case
Johnson Controls
Johns Manville
Kohler/Sterling
Michelin
Milltronics
Paslode
PPG Industries
Tabor Machine
Textron
Variform

Direct Marketing

Experian

Exposition Management and Support

ConExpo

AAOS

AAO

AIA

CHA

CONEXPO

CHA

CONEXPO

ExpoExchange and Conferon

Tetra Pak

Technometrics

HIMSS

Finance/Credit

ADP

Columbia Ultimate

Express America Mortgage

Corporation

Experian

First Data Corp.

Lending Tree

Mastercard International

National Commerce Bank Services

Food Packaging and Food Industry

Mastercard International

Hormel

Tropicana Continental Baking

FMC

Genpak

Ovral Kent

Sonoco

Gambling Shows

Konomi

Healthcare/Biomedical/

Pharmaceutical

AME

Arrow

Avid Bioservices

Bausch and Lomb

Baxter

Bayer Healthcare

B.Braun Medical

Caremark

Casis

Connaught

Finnegan Mat

GlaxoSmithKline

Instrumentation Laboratory

Kimberly-Clark

Merial

Metpath

Parke-Davis

Pharmacia

Schering-Plough

Syntex

Tempur-Pedic Medical

Valleylab

Janssen

Printing Industry

Quebecor

Technometrics

Semiconductor Industry

Credence

ESI

FEI

Knights Technology

KLA/Tencor

Telecommunications/Broadcast/ Cable /Entertainment Industry

ACA

ACC

ASIS

Bravo Network

Christies

Dictaphone

General Instrument

Globalstar

GTE

GTE/Verizon

GTE Main Street

Lifetime Television

Nortel Networks

Kodak Entertainment Division

Mobility Canada

Motorola

Partial List of Conferences – Exhibit, Event, Promotional and Strategic Activities

TradeShows Plus! has a variety of firsthand trade show experience both domestic and international to bring to your trade show and event program. The following list outlines some of the conferences in which Judi and TradeShows Plus! participated

ACA International Association (credit and collection Professionals)	American Osteopathic Association – AOA
ACA International	AMRA – Digital Health Technology and Medical Imaging
ADP	American Society of Travel Agents - ASTA (Taiwan, Cairo, Lisbon)
AFCOM	APIC
American Bankers Association - ABA	Ashrae
American Correctional Association - ACA	Comnet East and West
American College of Surgeons - ACS	Comptel
ACUTA - Association for College and University Technology Advancement	Conexpo
AEC Conference	Credit Card Collections Conference (Union National Association)
AHR American Heating and Refrigeration	CRM - Customer Relationship Management
American Hospital Association - AHA	CTIA
AIIM	CTSM
Air Traffic Controllers	CUNA (Credit Union National Association)
Allergy and Immunology Congress (Paris, France)	DB Expo
American Jail Association - AJA	Dealer Expo
American College of Clinical Chemists - AACC	Delta Tech Ops
American Academy of Family Physicians - AAFP	Design Automation Conference – DAC
American Academy of Pediatrics - AAP	Detroit Auto Show
American Academy of Ophthalmology - AAOS	Dictaphone AMRA
American Academy of Surgeons - AAOS	Direct Marketing Association – DMA
American College of Obstetrics and Gynecology - ACOG	Direct Marketing to Business Conference
American Hotel and Motel Association - AHMA	EDI Forum (Canada)
American Library Association - ALA	Educom
APCC	FEDFLEET
APCO	Farm Machinery
Aspen Food and Wine Festival	Franklin Covey Training
Association of Legal Assistants	FINA
American Medical Records Association – AMRA	Electric Power
American Newspapers Publishers Association	EPC
ANPA	Expo-cam (Canada)
	Expo Collision Show
	ERE - Fed Micro

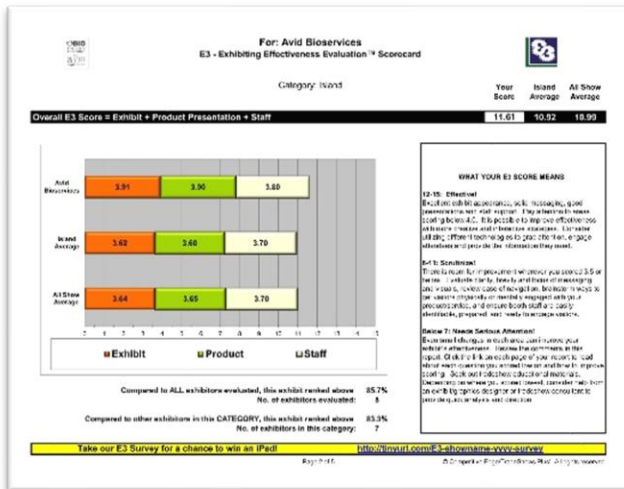
NAB (National Association of Broadcasters)
NACM (National Association of Credit Managers)
NACS
NADA National Automotive Dealers Association
NAECON
NARI (National Association of Retailers International)
NASPL (Lottery Show - Calgary)
NATSO
The Builders Show
NCTA National Cable Televisions Association
National Grocers Association
National Retail Federation Show - NRF
National Restaurant Association – NRA
National Workers Compensation Conference
Networld + Interop - United States
NCAA Nike Fan Jam
NEARMUG
NEAX
NECC- New England Colligate Conference
NENA
Netcon (Canada)
Networks Expo
Networld
Networld Frankfurt
Networld + Interop - Boston
Networld + Interop - Paris
New England Business Conference - NEBC
New York Cash Exchange
NFL Experience
NIRI
NPRA
NSA
Ohio Veterinary Meeting
Oracle World
Oregon Veterinary Meeting
OSP
Pack Alimentaire
Pack Expo
Paint Show
PC Expo
PCBC (Pacific Coast Builders Show)
PCS – Personal Communications Showcase

PGA Merchandise Show
PHCC – Plumbing Heating Cooling Contractors
Professional Plant Growers Association - PPGA
Productronica (Munich, Germany)
ISH – International S
Retail Bakers of America
Retail Systems Conference
RIMS
RSNA
Sabre System – NBTA
Satellite Broadcasters Conference - SBCA
SCAN-TECH
SCTE – Society of Cable Telecommunications Engineers
Securities Industry Association
Semicon Europa
Semicon West
Semicon – Japan
Siemens
Tabexpo - (Vienna, Austria)
Technology and Maintenance Council
Telecom (Geneva)
ShowBiz Expo East '99
Management)
Snaxpo Showcase '93 (Canada)
SHRM (Society of Human Resource
Snaxpo
7-11 Franchises
SHRM Diversity
SHRM Society of Human Resource Managers
Sherwin Williams National Sales Meeting
ShowBiz Expo West '99
Society of Automotive Engineers - SAE
Society of Perinatal Obstetricians - SPO
Southern Cable
Southern Medical Association - SMA
Supercomm
Supermarket Show
Society of Automotive Engineers - SAE
Society of Perinatal Obstetricians - SPO
Southern Cable
Southern Medical Association - SMA
Supercomm
Supermarket Show
Tabexpo - (Vienna, Austria)
Telecom (Geneva)
Telecon (Canada)

Telecommunications Association - TCA
 Technology in Government (Canada)
 Texas Cable
 Truexpo (Canada)
 Transcomp
 Uniform
 University of Guelph Show (Toronto, Canada)
 Unix Expo
 Waste Expo
 Wescon
 Veterinary Meeting & Expo
 Western Cable Show
 Western Restaurant Association Show -WRA
 Western Shoe Association
 Western Veterinary Conference
 World of Concrete - WOC

Awards and Recognition – 1988 – Present

Judi Baker Neufeld has worked in the exhibit and event industry for 35 years. During this time, she created award winning work for clients in numerous industries. Below see three decades of award- winning projects.



In 2010 Judi in partnership with Jefferson Davis developed **E3** an evaluation and quantification tool for show organizers and their exhibitors. Since its inception Judi and Jefferson have worked with 70 plus organizers at over 225 shows and evaluated 30,000 plus exhibitors. **In 2017 E3 was awarded the prestigious TSE (Trade Show Executive Magazine) Grand Award for Best Program to Help Exhibitors Maximize ROI for their work at AAOS**

CAREERBUILDER: For CareerBuilder.com, Judi worked with the trade show and event

manager on a strategic, creative, measurable program for the fall shows and continued this into SHRM Adam’s biggest show of the year. All of these were documented and **Judi integrated the results into a winning All-Star Award entry/case study for her client Adam Polaszewski.**

TradeShows Plus role was to help develop the SHRM strategy, on site evaluation, post show survey and execution, quantification, presentation for management and follow-up. She was also instrumental in nominating her client and writing the winning entry including case study.

The receipt of the All-Star Award increased Adam’s visibility in the company and enhanced his reputation as a trade show and event marketing expert.

Judi was also instrumental in **helping Adam win the EX Silver award** from Event Marketing magazine for Best 2010 Integrated Trade Show marketing campaign. Judi's role in addition to handling the post show quantification, measurement, attendee surveys and post show reporting was also putting the winning entry together for CareerBuilder. As a point of interest: The Grand medal winner was Volkswagen for their exhibit at the International Auto Show. The grand prize and gold medal winners spent in excess of \$6MM in comparison to \$400,000 for CareerBuilder.

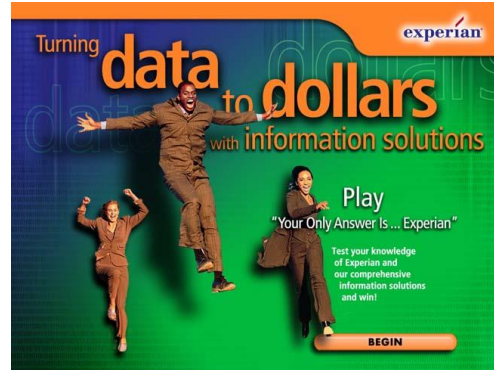


For **TollFreeForwarding.com**, Judi developed a small exhibit program including exhibit design, creative concepts and pre, at and post show strategies and tactics. The approach **won TollFreeForwarding.com Best of Show for 10x10 exhibit at ATA (American Teleconferencing Association in 2011 and 2012.)**

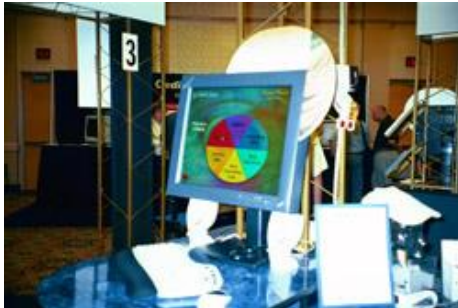


For a series of conferences in 2006, Judi in conjunction with ITN, created Lead Squad, an automated lead question generator that helps companies create focused lead cards that prove goals and objectives. As a result, **TradeShows Plus won a coveted 2006 Innovation Award** from Trade Show Executive Magazine.

Experian, a large financial services provider needed to "jumpstart" their program and measure results. For Experian, Judi created a creative, turnkey integrated and measurable program that won the **Grand Prize Focus Award for excellence in trade show marketing from TSEA (Trade Show Exhibitor Association)**.



For **Columbia Ultimate**, Judi developed a research



approach, lead management and tracking system and strategic/creative program that won the **Exhibitor Magazine Sizzle award for excellence in trade show marketing**. Not only was this program an award winner, it was a winner for awareness and sales. A year after the program was introduced the company was able to track additional sales that could be attributed to contacts made at the conference, as well as an increase of overall awareness of Columbia Ultimate among target prospects.



For Kemper Insurance: With a broad offering of insurance products, Kemper sought to increase audience awareness and drive sales. For Kemper Insurance Companies she created an integrated strategy and creative program for their exhibit that not only **won best of show at RIMS** but was also recognized with the **TSEA Focus Grand Prize Award** for excellence in integrated trade show marketing for island exhibit.

For GTE/Verizon, Judi created comprehensive and creative national and international programs that increased returns up to 900% from 1990 until the present. Working together GTE/Verizon and Judi received the highest award offered in the tradeshow industry - **The TSEA Focus Award** - for outstanding trade show marketing for the program she helped to develop for Telecom in Geneva, Switzerland.





A special folder, with literature developed specifically for this purpose, was included in the packet that went to booth visitors.

- Her theme promotion for **Forbes Steel and Wire** promoting welded wire fabric; “**Where does the time go when your down to the wire?**”, was recognized with the **Exhibitor Magazine Sizzle Award** for excellence in trade show promotion.



Exhibitor Magazine Sizzle Award for excellence in trade show promotion.

- Her theme promotion for **FEDEX** generated more than 50 packages per day of new business for the company in the New England area and **won first place in Exhibitor Magazine's Sizzle Awards** for excellence in trade show promotion.



- For Judi's contribution to the overall improvement in the FedEx trade show program she was honored with a coveted “**Bravo Zulu**”. This is internal recognition for exceptional performance that is rarely awarded to outside resources.

Learn more about TSP award winners and other star-studded projects contact Judi Baker Neufeld at 412.996.5023 or 412.431.2525. Or contact Judi @ judib@tradeshows-plus.com