

## Social Networking to Come Alive at IN Zone on TS<sup>2</sup> 2010 Show Floor

Irving, Texas – June 16, 2010 – Event and exhibit managers looking for ways to incorporate social media networking into their face-to-face events have a new resource at their disposal. The Expo Group has created an interactive pavilion for the tradeshow floor where online and on-site can now meet-up in style.

The interactive communication center will debut live on the show floor at the IN Zone Lounge and Networking Center at TS<sup>2</sup> 2010 July 13-15, 2010, in Boston, also the site of the IAEE Mid-Year Meeting.

“In working with our clients and listening to the concerns of tradeshow and event organizers, it became clear a physical place to gather communities grown through social media channels was necessary,” says Dana Freker Doody, Director of Corporate Communications for The Expo Group. “We created an amazing meeting place to exchange information and enhance communication. Plus there’s a guidebook on how to make it happen to help our clients to draw in larger audiences and garner more attention in online circles.”

For TS<sup>2</sup>, the goal of the new IN Zone Lounge and Networking Center is to create a fun, innovative space on the show floor where all TS<sup>2</sup> on-site and virtual attendees can gather and interact with exhibitors, sponsors, speakers and press. It is the place to Get Inspired for TS<sup>2</sup> and IAEE attendees, speakers, exhibitors and partners alike.

“We are extremely excited to add this level of interactivity to the show floor,” said Chris Harar, TS<sup>2</sup> Show Director. “The virtual and viral nature of today’s world means that TS<sup>2</sup> will be able to impact a much larger audience this year, than ever before.”



Attendees are encouraged to **Get Inspired** at the pavilion with:

- **Social Media Lounge**—space for tweetups and meetings of social media groups including plasma screens with Twitter and Facebook feeds streamed live throughout the event. Use the Twitter Handle #inzone to discuss what's going on directly from the hottest spot on the show floor!
- **Cyber Café**—computer stations allowing attendees to hop on the Internet quickly to update their status, blog and check on other social networks.
- **Video Studio**—on-site studio conducting interviews with speakers, exhibitors, partners and attendees to find out their AHA Moment of the week.
- **Continuing the Conversation**—industry thought-leaders provide tips and tricks live from the show floor.

To learn more about the IN Zone at TS<sup>2</sup>, visit <http://bit.ly/ts2INZone2010>. To keep up with the progress of the pavilion as it is built, stay tuned to our YouTube channel at <http://www.youtube.com/theexpogroup>. IN Zone Networking Center and Lounge is sponsored by 3D Media, Massachusetts Convention Center Authority, Professional Trade Show Presenter Emilie Barta, Integrated Event Productions and Cort Furniture.