

Virtual Event Continues Conversation With Event Industry Thought Leaders

Irving, Texas – July 7, 2010 – Event and exhibit managers unable to attend TS² 2010 or the IAEE Mid-Year Meeting next week in Boston are now able to GET INspired by virtually attending the educational events of the IN Zone Lounge and Networking Center on July 14 and 15.

Register for the virtual event *Continuing the Conversation - Live from the TS² Show Floor at the IN Zone* now at <http://bit.ly/inzone>.

From 10 a.m. to 2 p.m. on July 14 and 15, Professional Trade Show Presenter Emilie Barta will conduct candid conversations with industry thought leaders about the new tools and strategies being used in event and experiential marketing. Face-to-face and virtual audience members are encouraged to ask questions and comment on the issues at hand.

To further enhance the experience, virtual attendees are encouraged to go viral themselves and submit a video for the 3D Media Group's Video Connect contest. Those attending TS² or IAEE Mid-Year in person can record a video in the IN Zone to share their AHA! moments with their peers. Submit, share and win at <http://ts2.3dmediagroup.com>.

The IN Zone has grown into an interactive communications pavilion where online and on-site can meet-up in style. The Expo Group created the customized space to enable event organizers to gather their communities, both those grown through social media channels and face-to-face attendees. The facets of the IN Zone now include Continuing the Conversation, Video Connect Studio, Cyber Café and the Social Media Lounge.

"Through the efforts and inspiration of all our partners, the IN Zone is able to serve the community at large," says Dana Freker Doody, Director of Communications for The Expo Group. "We have an extremely knowledgeable and engaging group of industry leaders to be interviewed by Emilie Barta, who has been instrumental in pulling together this entire virtual event. Her expertise in planning and producing live presentations and specifically her knowledge of what and how attendees learn and react to educational opportunities has driven the creation of Continuing the Conversation."

Digitell Inc. has created a platform for the virtual event where virtual attendees can view the live stream and chat with those on-site via Twitter or the chat function. The platform has brought the IN Zone beyond face-to-face well past a webcast into a true virtual event incorporating the needs and thoughts of those present and those interacting online. "With the IN Zone, we have all striven to put into practice new ways of conducting events," Doody says. "We aim to present a fresh perspective on how to accomplish the melding of live and virtual audiences, using the latest technology tools and new ideas from event professionals active in the community."



To learn more about the IN Zone at TS², visit <http://bit.ly/ts2INZone2010>.

To see the IN Zone as it is built and learn more on a two-minute tour, visit <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, Innovative Event Production, Cort Furniture, Digitell Inc. and CharityChoice.

The Expo Group is a Single Source® general service contractor fulfilling the needs and exceeding the expectations of show organizers, corporate planners and exhibitors. The Dallas-based company also has offices in Las Vegas, Chicago, Los Angeles and Washington D.C. For more information, contact Dana Freker Doody at 972-580-9000, ddoody@theexpogroup.com or on twitter @theexpogroup.