

THE EXPOSURE

THE EXPOGROUP Newsletter



Volume 15 Number 1

theexpogroup.com

Winter 2009

Happy New Year!



Ray Pekowski

What a year this has been professionally and economically!

The financial and political events of this year will undoubtedly reshape our industry for many years to come.

This surprise meltdown of the credit markets could impact the way tradeshows will be run in the future; fortunately we work in an industry that has withstood the test of time. I believe this era will be no exception.

In the face of these challenging times The Expo Group continues to grow. This year we were named to the Dallas 100 list of fastest-growing companies for the third time in the last 10 years.

Plus, we opened our second distribution center, in Chicago. We continue to revolutionize the industry with new technology that enables us to firmly stake our position as the premier customer service company in the industry.

Our customers expect nothing but the best, and we deliver. This past quarter we rolled out Venue View, Your Space and Freight Status Notification. All tools to help our customers save time and money!

Of course, none of this would be possible without all the great people who work hard to ensure our customers' happiness. To that end I want to wish all of our customers, employees and suppliers a very happy new year!

May God bless you all in 2009 with a year of faith, hope and peace!



Neil Carpenter enjoying a savory glass of Christmas tea.



Lisa Lawson, Bryce Dahlfors, Melissa Evans are all smiles and Christmas cheer.



New Technology

One of the most frustrating aspects for show exhibitors is not knowing the status of where their shipment is currently located.

In our ongoing mission to provide premier customer service, The Expo Group introduced the Freight Status Notification System at PACK Expo in Chicago that allows exhibitors to track their shipments as they go through each step of the marshalling yard procedure.

Updates like "Dispatched to Dock for Unloading" or "MHA Received at Service Center" delivered directly by email or text to any handheld device provides peace of mind to exhibitors that their shipment is in the system and being handled properly.

Family Business

Did you inherit a love for tradeshows and convention Industry? We have a special surprise planned this fall for families in the business. We are looking for fathers and sons, mothers and daughters, grandfathers and granddaughters -- if the convention and tradeshow industry is a legacy in your family we want to know about it.

Please email Dana Doody at ddoody@theexpogroup.com or call her at **972.751.9644** with names, companies and contact info so you can be included in the plans!

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Show Calendar

DECEMBER 2-4

Autodesk University 2008

Sponsored by:
Autodesk, Inc.

The Venetian Hotel
Las Vegas, Nev.
<http://au.autodesk.com/2008>

DECEMBER 9-11

CMG '08 International Conference

Sponsored by:
Computer Measurement Group

Paris Las Vegas
Las Vegas, Nev.
www.cmg.org

JANUARY 12

NBA Team Retail Summit & Product Expo

Sponsored by:
National Basketball Association

Arizona Biltmore Resort
Phoenix, Ariz.
www.nba.com

JANUARY 18-22

2009 BICSI Winter Conference

Sponsored by:
BICSI

Rosen Shingle Creek Resort
Orlando, Fla.
www.bicsi.org

JANUARY 21-23

Sports Licensing and Tailgate Show

Sponsored by:
Place holder

Sands Expo & Convention Center
Las Vegas, Nev.
www.showproco.com

JANUARY 22-24

ASTRO IMRT

Sponsored by:
American Society for Therapeutic
Radiology and Oncology

Sheraton Wild Horse Pass Resort & Spa
Chandler, Ariz.
www.astro.org

2008 Show Manager of the Year Awards

Gala Honors Five Difference Makers



2008 Show Manager of the Year Award Winners: Left to right: Robert Brice, Larry Schur, Sandra Toms LaPedis, Kendra Nicastro, Paul Kent



Kendra Nicastro with K.C.'s Creative Events excitedly accepts her 2008 SMOTY award.



Sandra Toms LaPedis with RSA Conferences alongside Ray Pekowski and SMOTY Judge Sam Lippman from Integrated Show Management and Marketing pose with her \$1000 SMOTY charity check.



Larry Schur with All Baby & Child accepts his 2008 SMOTY award for ABC Kids Expo.



The Expo Group's Ray Pekowski and Barbara Fett help SMOTY Award Winner Paul Kent with IDG World Expo show off his \$1000 award checks to Kent's chosen charity organization, Archbishop Mitty High School.



Robert Brice and family proudly present their SMOTY charity checks.

Chicago Expansion

The Expo Group is expanding its national presence with a new facility in Chicago. This northern U.S. location is a sensible fit with the company's fast-track growth plans.

"Our new Chicago location allows us to realize greater efficiencies on exhibit and display work performed locally as well as meetings and tradeshow produced in local centers," says Vice President and COO Randy Pekowski. "We are a growing company. Our Chicago facility allows us to continue meeting our customers' needs with our trademark service levels and increased agility."

Al Herbold has been hired to be General Manager, Chicago. Herbold is a native Chicagoan with extensive experience in the industry. He has an extensive union network as well as management experience at major contractors and exhibit houses.

New Client - AOPA

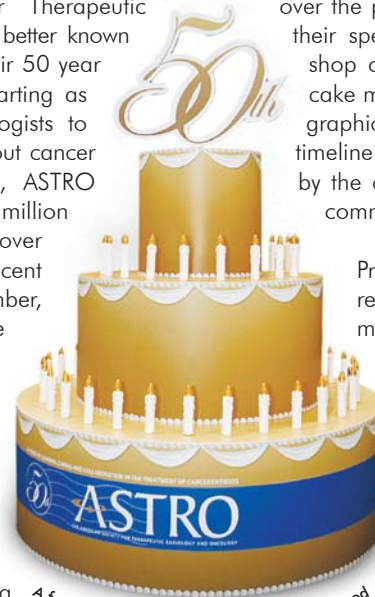


This fall marked our first time working with the Aircraft Owners & Pilots Association (AOPA), a show which features actual aircraft at a local airport. The AOPA team, from left, includes Floor Service Rep Pauline Osborne, Customer Account Managers Debra Robinson and Julianna Galloway, Service Team Leader Marian Carew, Floor Service Rep Carol Farrell, Director of Project Management Coleen Trospier and local support from National Sales Manager Janet Caudill.

ASTRO turns 50!

The American Society for Therapeutic Radiology and Oncology, better known as ASTRO, celebrated their 50 year anniversary this year. Starting as a club for a few radiologists to meet and share ideas about cancer treatment and diagnosis, ASTRO is now a nearly \$16 million dollar organization with over 9000 members. Their recent Annual Meeting in September, nearly 12,000 cancer care professionals gathered in Boston to learn about new research, discover new treatments and benefit from new training.

The Expo Group has played a vital part in ASTRO's Annual Meeting



A four foot tall birthday cake made out of wood and flexible graphic panels.

over the past 15+ years, and to mark their special anniversary, our design shop created a 4-foot tall birthday cake made out of wood and flexible graphic panels. A special history timeline booth was also put together by the custom exhibit department to commemorate.

Project Manager Aaron Deckert received a note from ASTRO's meeting organizers thanking him and his team on "the outstanding services they provided..." and "for making this year's meeting a huge success." Congrats to ASTRO on turning 50 and leading the way in cancer treatment.

Dallas 100

The Expo Group has been selected as a winner of the 2008 Dallas 100 Entrepreneur Awards, recognizing the fastest-growing privately held companies in North Texas.

"This accomplishment is a testament to the hard work, attention to detail and innovative spirit of our entire company," says President and CEO Ray Pekowski. "I am so proud of what we have accomplished in 20 years and in the gratifying growth we have seen recently. Our company's success would not be possible without our employees' commitment to providing premier customer service for all our clients – show managers, corporate planners and exhibitors."

The Dallas 100 honors companies that have made contributions to the area by generating new jobs, and increasing the tax base.

MARCH 2-3

NSC 2009 Texas Safety Conference & Expo

Sponsored by:

Texas Chapter, National Safety Council Woodlands

The Woodlands Waterway Marriott Hotel & Convention Center
The Woodlands, Texas
<http://www.nscctexpo.com/>

MARCH 4-6

ACE Spring

Sponsored by:

Ace Hardware Corp.

Mandalay Bay
Las Vegas, Nev.
www.acehardware.com

MARCH 4-8

ACOFF

Sponsored by:

American College of Osteopathic Family Physicians

Bayland National
Washington, D.C.
www.acofp.org

MARCH 7-8

BSCAI

Sponsored by:

Building Service Contractors Association International

Hyatt Chicago
Chicago, Ill.
www.bscai.org

MARCH 8-11

ASHE PDC

Sponsored by:

American Society for Healthcare Engineering

Phoenix Convention Center
Phoenix, Ariz.
www.aha.org

MARCH 9-12

One Team Conference 2009 + One Team University 2009

Sponsored by:

Autodesk, Inc.

The Venetian Hotel
Las Vegas, Nevada
www.oneteamconference.com/

Show Calendar

MARCH 18-21

ASCPT

Sponsored by:
American Society for Clinical
Pharmacology and Therapeutics

Gaylord National
Washington, D.C.
www.ascpt.org

MARCH 22-25

ITE Technical Conference and Exhibition

Sponsored by:
Institute of Transportation Engineers

Phoenix Convention Center
Phoenix, Ariz.
www.ite.org

Birthdays

DECEMBER

Javier Dorado	December 4
Cindy Bertram	December 5
Bob Baggerly	December 9
Noe Lopez	December 10
Julianna Galloway	December 14
Bob Cash	December 15
James Hogue	December 16
Andrew Ortale	December 24
Christine Grizzle	December 25
Beth Conn	December 31

JANUARY

Nathan Bingham	January 3
Tyler Abstein	January 7
Juan Perez	January 8
Salomon Dorado	January 8
Coleen Trosper	January 10
Kevin Corley	January 10
Terry Keenan	January 12
Matt Hamje	January 16
Bill Kratt	January 17
Tommy Burks	January 21
Aaron Deckert	January 22
Julio Barrera	January 23
Don Mahon	January 27
Mark Daves	January 27
Shirley Brown	January 31

Look What They Are Saying Now

To: VP Sales Janet Levy Rubin;
Project Manager Ryan Lovell;
Project Manager Furrie Steelman,

I just want to thank you all for a superb job that you did for us this year. While there are things that we can improve upon for next year, I think that both teams (AOPA & TEG) pulled off an excellent show!! The overall look of the show was very professional and you all worked above and beyond to ensure that our needs were met. ... I truly enjoy working with each of you -- you came to us with solutions to problems (instead of just problems) -- and I can't tell you how much that means to me.

Lori Wolking,
**Aircraft Owners & Pilots
Association (AOPA)**

To: Ray Pekowski,
President and CEO

I can't tell you what a great honor it is to win the SMOTY award. When I see the caliber of other recipients of this award both this year and in year's past, it's hard to believe my name will now be among them. It's also great fun to receive this award in Baltimore, the home of Firehouse Expo, and to be able to celebrate this success with so many of our local partners for the event. In addition, Dana and Barbara have made it possible (by working with BACVA) for us to have our daughter, Angelica, attend the celebration as well. Mary and I are so grateful to The Expo Group for going the extra mile for us to make this such a special experience.

Robert Brice,
Cygnus Expositions,
2008 SMOTY Award Winner Tier IV

To: Randy Pekowski,
Vice President and COO

Charles Langley tells me you are the Account Executive on Metalcon that just took place in Baltimore. I wanted to say that Dryvit noticed the difference in working with The Expo Group.

Charles guided me through the website and got us 10% discount back in August, but the biggest help was at the show itself. Just hours before the show, I received a phone call from him alerting me that a crate was in our booth and looked as if no one had opened it. Our sales rep called and we realized that a 10x10 was not going to work with our finishing walls being displayed. He went to Charles on site and advised me on what to do. Show management was able to give us another booth and we were set before the show opened. This could have been a very stressful situation and I thank Charles for making it work out and guiding us along the way.

Charles explained what he called a Single Source solution to me this morning on the phone and shared with me your e-mail address. I have been doing this for 8 years and have worked with them all. Thanks for working to help make Metalcon a great show for us.

In closing, I just wanted to add also that the Expo Group is very organized and knowledgeable. Having that one on one person that you could go to was extremely helpful and eliminated any stress for an exhibitor.

Kim Grossi,
Dryvit Homes

To: Tom McKenna,
Field Production Manager

First of all it was a pleasure to meet you this past week. Most importantly I want to thank you for doing such a fantastic job for us at the Motivation Show. You are a true professional and it's obvious you care about your job and your customers. Thanks again for all you do for us. We would be lost without you.

Matty C. Reynolds,
Carnival Cruise Lines

To: Ray Pekowski,
President and CEO

I just want to thank you for all your hospitality and efforts in putting on a very professional, first-class event in Baltimore. I was very honored to be selected to receive the SMOTY Award and recognition and appreciate your support of our efforts as well as a TSW Fastest 50 sponsor.

Larry Schur,
ABC Kids Expo,
2008 SMOTY Award Winner Tier V

To: Nathan Farkas,
Associate CAM

I just wanted to thank you and your team for your cooperation during the Ace show in St. Louis. Your efforts and responses on a timely manner made our show a great success!

Peter Massaro,
Leviton

Varkarotas, Hurley to Lead New Initiatives at The Expo Group

Two experienced creatives have joined The Expo Group management team to lead the company in several new initiatives to help show managers and corporate planners better brand themselves.

April Hurley, a 13-year veteran of the company, has been promoted to Vice President of Products and Services. Costas Varkarotas has joined the company as Vice President of Branding and Innovation.

Hurley will oversee research and development of products and services companywide, keeping in constant communication with internal users and clients to determine their needs. She will be responsible for creating new opportunities for The Expo Group to increase its market share and better serve customers. "The

creation of this position is part of our long-term growth plan and will enable the company to meet the needs of our growing



April Hurley



Costas Varkarotas

customer base, sales force and product lines," Vice President and COO Randy Pekowski says. "April is well suited for this role and her sound management skills and in-depth industry

knowledge should help open up new opportunities." Varkarotas has extensive experience in the exhibits and events industry, both in general management and as a creative director. He has won numerous design awards and has an international background, having grown up in Greece and owned his own design company in Singapore.

"Face-to-face meetings are just one piece of the marketing pie for corporations, in terms of time and money allocated, but they are a consistent way to connect with members and customers," says President and CEO Ray Pekowski. "Costas is an ideal fit for leading our company's focus on the ever-increasing importance of creating true strategic connections, as we continue to help show organizers."

Birthdays Cont.

FEBRUARY

Dianne Bailey	February 1
Mike Bates	February 2
Maria Rodriguez	February 2
Vanessa Martinez	February 2
Rita Mireles	February 3
Carmela Palomo	February 4
Carrie Cohen	February 7
Kevin Davis	February 8
Costas Varkarotas	February 11
Jimmy Varghese	February 13
Massy Romero	February 18
Brettney Acree	February 20
Ralph Chambers	February 24
Luis F. Garcia	February 24
Will Long	February 26
Linda Solis	February 27

New Customers

Best Wishes to the Newlyweds



Customer Account Manager Michaele Brown married Karl Grava on Aug. 2 at Guardian Angel Cathedral in Las Vegas, her home town.



MOS Manager Andy Watts was married to Paige Byrd on Aug. 15. The evening ceremony took place at Caesar's Palace Venus Garden.



Customer Account Manager Soraya Richmond married Sean Patrick Smith on Sept. 20 at the Belo Mansion in Dallas.



**America's Health
Insurance Plans**

The Expo Group is pleased to welcome America's Health Insurance Plans to our extended family. AHIP will take place June 3-5 at the San Diego Convention Center.

SEPTEMBER

Marilu Muniz 19 years
 Virgilio Valle 16 years
 Tano Andrade 12 years
 Alma Gonzales 9 years
 John Shrieves 6 years
 Bob Collica 5 years
 Oscar Lopez 3 years
 Todd Doolittle 2 years
 Bryce Dahlfors 1 year
 Matt Hamje 1 year
 Maria Perez 1 year
 Vanessa Martinez 1 year

OCTOBER

Reymundo Rojas 14 years
 Juanita Petiti 8 years
 Tiffany Osemwota 8 years
 Basilia Perez 4 years
 Aaron Deckert 3 years
 Doug Geist 2 years
 Terry Keenan 2 years
 Andrew Ortale 1 year

NOVEMBER

Neil Carpenter 11 years
 Jason Rahn 5 years

DECEMBER

Pat Yoas 10 years
 Janet Caudill 8 years
 Phil Lindecker 8 years
 Les Mattern 4 years
 Janet Levy Rubin 2 years

Freshmen Already Making an Impact



Jose Andrade
Warehouse Helper



Tyler Abstein
MOS Fabricator



Elvis Arbaiza
Warehouse Assistant



Todd Carruth
Interactive Marketer



Lisa Cleveland
Event Coordinator



Nathan Farkas
Associate Project Manager



Julianna Galloway
Associate Team Leader



Luis F. Garcia
Carpenter



Bob Gauldin
Graphics Production Artist



Christine Grizzle
Executive Administrative Assistant



Ed Johnson
Controller



Will Long
Associate Project Manager



David Marquez
MOS Fabricator



Carlos Martinez
Carpet Associate

WELCOME ABOARD!



Kelly McCarthy
CAD Operator



Mike McDonald
Field Operations Manager



Carlos Munoz
Customer Account Manager



Michael Peterson
Senior Exhibit Designer



Bryan Pullin
Project Associate



Joe Ramirez
Customer Account Manager



Mark Robichaud
Director of Human Resources



Debra Robinson
Customer Account Manager



Grey Sumrall
Carpenter



Jennifer Surach
Custom Exhibits Account Manager



Lou Tassone
Field Operations Manager



Leah Ulrich
Associate Team Leader



Costas Varkarotas
Vice President, Branding and Innovation



Thomas Williams
Printer Operator

Jimmy Varghese...EXPOsed

By Soraya Smith,
Customer Account Manager

Congratulations

Tell us about your family and where you grew up.

I was born in South India, and moved to the U.S. with my parents and my younger brother when I was 3. During the 1970s there was a shortage of nurses in the U.S., and my mom was recruited. Our parents felt moving to here would give us all a better life. I have been back to India four times. It is very much a culture shock whenever I go. I feel so spoiled having been brought up in the U.S.

How did you meet your wife, Blessy?

Let me start by saying the Indian community in America is very networked; consequently, we met through family ties. Blessy's uncle came to Dallas to meet with one of my relatives, met me, and gave Blessy my email address. We emailed, and then I went up to New York to meet her. She was working in New York as a physical therapist. We met in 2003 and were married on May 29, 2004. We had our wedding in New York, and after our honeymoon Blessy moved to Texas. My wife is very caring and down to earth; truly a good person. We were overcome with joy when our son, Noah, was born earlier this year.

How did you get started at The Expo Group?

In 2000, I was in my senior year of college at the University of North Texas, and I was offered an internship at The Expo Group. After I graduated, The Expo Group offered me a full time position in the IS department, and I've been here ever since.

How have things changed since you began your career here?

When I started, the IS department was comprised of three people, and we all sat

in the server room at the old office; the servers sat right above us. I shared a desk with Jeff King, and transitioned into network administration. I had originally interviewed for web development.

JIMMY VARGHESE

TEG TENURE: 9 years
TITLE: Information Systems Technician



Jimmy and his wife Blessy, welcomed Noah to their family in June.

What is the hardest part of your job?

The most challenging aspect of my job is being on call 24/7 for security, and troubleshooting show site problems. I try to be proactive by testing all the IS equipment before sending it off to show site, so I can alleviate as many foreseeable issues, and keep the service center running smoothly.

What has been the most challenging show site experience?

Normally, I attend ACE Hardware shows as IS lead, and once I have gone to ASTRO. In 2004 I was an FSR and IS lead for an ACE show in St. Louis. It was crazy going from the show floor, and then having to jump into the IS role and assist CAMs who were having issues with computers.

What do you do in your free time?

Now all my free time is spent with my family. I'm a huge Dallas Mavericks fan and enjoy watching sports. I started working on my masters degree in Theology two years ago at the SW Assembly of God in Waxahachie; currently I'm on hiatus. The study of the Bible interests me immensely; I want to have a concrete understanding of my belief in Christianity and really know all the facts and details surrounding it.

OK, we have to ask: How did you, Robert Richardson and Joyce Hattin get coined as the "Motley Crew"?

When I met Joyce we really hit it off and spoke about our faith. Joyce was friends with Robert through Toastmasters. One day we all went to lunch together, we meshed very well, and the crew was formed.

Interact With Us

Congratulations to Todd Carruth, who has been promoted to our Interactive Marketer.



Todd Carruth

In this role, Todd is responsible for The Expo Group's presences on social media websites and especially for the creation of our multimedia presentations.

Check out what Todd has been up to lately on our video channel at www.youtube.com/theexpogroup.

You can also view the highlights from the SMOTY Awards at theexpogroup.com.



Alexander Garcia was welcomed Oct. 16 by our new Carpenter Luis Garcia and his family.



Project Manager Jason Ellenbecker and his family welcomed a new addition, Naya.



Alain Bolduc, Art Director, Event Design at Autodesk Inc, welcomed a baby girl, Amélie Noël on Aug. 8.



Associate Publisher of Tradeshow Week Michael Hughes and his wife, Elizabeth, welcomed their first child, Joseph Harrison.

MISSION STATEMENT

To be the premier service company in the trade show industry.

CORE VALUES

Pursuit of Excellence:

The foundation of our company

Integrity:

We never compromise it

Grow Profitably:

To continue in business

Spirituality:

To honor God in everything we do

Family:

What we all work for

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