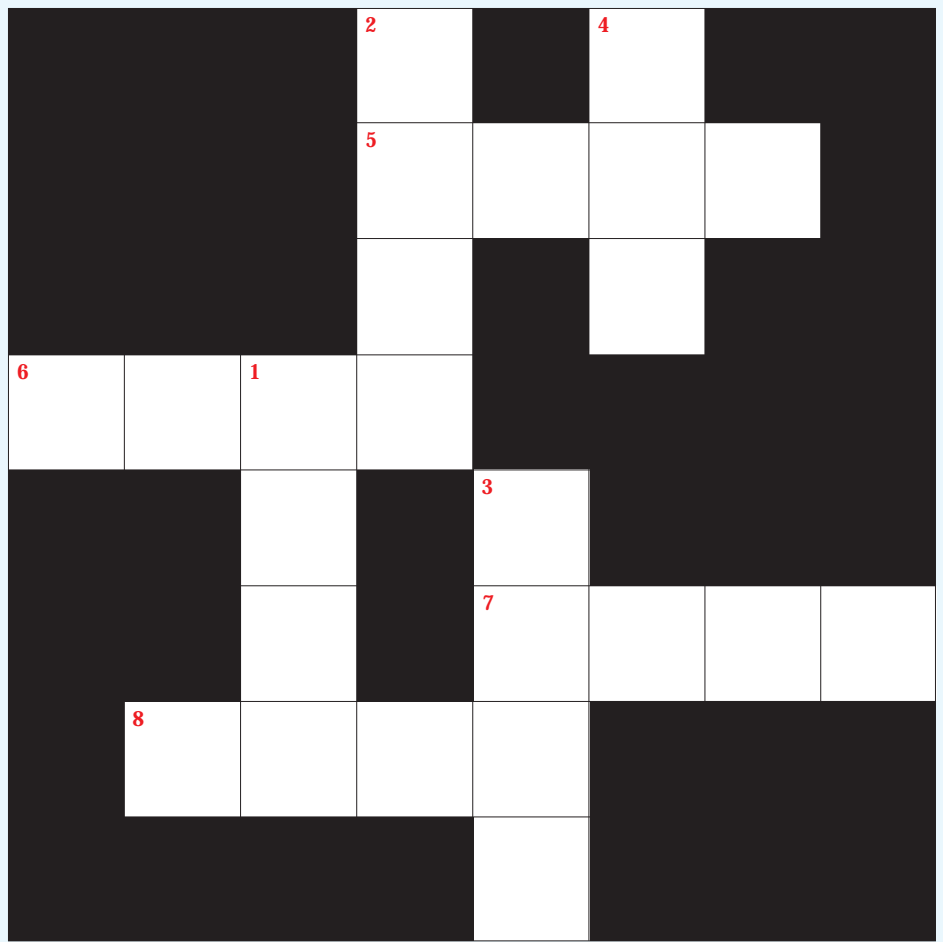


Do You Know Your Assn. From Your Elbow?

IAEM. ESCA. CEIR. CEMA. HCEA. CIC. TSEA. EDPA.

These acronyms represent just a few of the many organizations created to support the exhibit industry. But which one does what? And what unique benefits does each one offer its members? Use the following clues to help you fill in the crossword puzzle with the acronyms listed above. Then check your answers using the answer key in the lower right-hand corner.



DOWN

1 This association's members specialize in design, manufacturing, transportation, and installation and service of displays and exhibits. Its awards programs include the Eddie Awards for Marketing Excellence, the Designer of the Year Award, and the Hazel Hays Award.

2 This association publishes a yearly directory of more than 6,000 industry meetings, which serves as a planning tool for exhibit professionals. It also provides an opportunity for CME candidates to earn continuing-education credits at its annual meeting.

3 Established in 1990, this association disseminates information via Webinars, interactive forums, councils, and information-exchange sessions. It also offers an annual summit that focuses on educating its attendees about current IT-marketing trends.

4 This council publishes the Economic Impact Study, a publication based on U.S. figures that provides current economic-impact findings of meetings, conventions, and exhibitions. It also offers its own certification program called the Certified Meeting Professional (CMP).

ACROSS

5 According to its Web site, this non-profit organization houses the world's largest collection of primary, exhibition-related research studies such as the Exhibition Industry Index, which measures b-to-b exhibition activity in the United States and Canada.

6 In addition to a yearly trade show for those who plan and execute exhibit- and event-marketing programs, this association honors innovative exhibit programs that achieve stated marketing goals with its Focus Award Program.

7 This association encourages standards of professionalism between contractors and customers within the exhibition, meeting, and special-events industries. Its Web site offers search features that help members locate facilities and contractors.

8 This association hosts two annual meetings and trade shows: Professional Development Conference & Supplier Showcase (PDC) and Expo! Expo! Both events offer programming for attendees to earn their Certified in Exhibition Management (CEM) certification.

DOWN ANSWERS: 1. EDPA (EXHIBIT DESIGNERS & PRODUCERS ASSOCIATION); 2. HCEA (HEALTHCARE CONVENTION & EXHIBITION ASSOCIATION); 3. CEMA (CORPORATE EVENT MARKETING ASSOCIATION); 4. CIC (CONVENTION INDUSTRY COUNCIL); **ACROSS ANSWERS:** 5. CEIR (CENTER FOR EXHIBITION INDUSTRY RESEARCH); 6. TSEA (TRADE SHOW EXHIBITORS ASSOCIATION); 7. ESCA (EXPOSITION SERVICE CONTRACTORS ASSOCIATION); 8. IAEM (INTERNATIONAL ASSOCIATION FOR EXHIBITION MANAGEMENT).