

# AENC 30th Annual Trade Show – Past. Present. Future.

Thursday, December 8, 2011 – 12:30 - 4:30 p.m.

Raleigh Convention Center  
500 S. Salisbury St., Raleigh, NC  
[www.raleighconvention.com](http://www.raleighconvention.com)

Media Sponsor:

**TRIANGLE BUSINESS JOURNAL**  
Delivering intelligence that profits.

## Registration & Confirmation ▶

Attendance at the AENC Trade Show (other than exhibitors) is open only to association staff and meeting planners who work for corporate, educational, non-profit, health or government organizations. Complete the attached registration and attendee profile form and send to AENC. See form for details. Confirmation of registration and your complimentary parking pass will be sent via email. Registration after December 5 must be on site at the Show. Attendance is free for all of these events and parking, but you must register!

## Preliminary Events for Attendees Only\* ▶ Raleigh Convention Center

**Great Ideas Breakfast: 9-10 a.m.**

**Sponsored by the Grove Park Inn Resort & Spa**

Stop by between 9-10 AM for an informal breakfast and to share your great ideas during this fun, educational session.

**Disney Institute Seminar: 10-11:30 a.m.**

**Sponsored by AENC, Disney Destinations & PCMA-Southeast Chapter**

“Disney’s Approach to Brand Loyalty” – learn secrets to building brand loyalty and turning your brand into profits.

## Networking Lunch ▶ (Exhibit Hall Section B)

**11:30 a.m. – 12:30 p.m.**

**“Cabarrus Underground”**

**Sponsored by the Raleigh Convention Center and AENC**

When you pick up your badge you will receive a voucher to turn in for your choice of optional menu items along with a beverage. Use this time to network with exhibitors and other attendees before the show opening!

## Information & Contacts & Networking ▶

The AENC Trade Show is your source for information and contacts on meeting venues, programs, products and services. Spend time with over 160 exhibitors and learn how they can help you bring more value and be more efficient. Meet with others from a wide variety of organizations and share ideas as you go through the show.

## Prizes ▶

Bring plenty of business cards! Deposit them as you visit the booths. Door Prizes will be drawn and the winner’s names will be displayed on the big screens during the show.

## Super Grand Prizes ▶

Including a 4 night-5day stay for 2 at one of the Marriott and Renaissance Caribbean & Mexico Resorts and American Airline tickets to get you there; 4 for 4 golf rounds at The Homestead plus more great prizes. To be eligible you must complete the AENC Attendee Profile Form (send in with registration or turn in on site before 3:30 p.m. at the Center Court or Registration Desk.) You must be present to win when the prizes are drawn during the show.

## Toys for the Methodist Home for Children ▶

Make the holiday season brighter by bringing an unwrapped item that children (ages 13-18) would enjoy. Cash and checks payable to the Methodist Home for Children are also welcome. Leave your donation with representatives of the Methodist Home at the special table when you register. For gift ideas, visit the AENC Trade Show website at [www.aencnet.org](http://www.aencnet.org)

## Getting There and Complimentary Parking Pass ▶

**Pass Sponsored by the Raleigh Convention Center**

In order to receive your complimentary parking pass for designated decks, you must register by 5 PM on December 5 and provide an email address. You will receive a parking pass via email with your confirmation. For directions, go to [www.raleighconvention.com](http://www.raleighconvention.com). Your parking pass is valid for parking at the Raleigh Convention Center deck (located under the Marriott City Center Hotel) or the Performing Arts Center deck. If you park at other locations or overnight, you will have to pay. You can also take the green and blue RLINE hydro-electric buses that make 20 stops in the greater downtown/Glenwood Avenue area including the Convention Center. For more information about this free transportation service, visit [www.godowntownraleigh.com](http://www.godowntownraleigh.com) and click on RLine.

## Be Environmentally Considerate at the Event ▶

AENC is pleased to hold the Trade Show at the Raleigh Convention Center, one of less than ten convention centers in the country with a Silver LEED Certification. As such we ask that you help by recycling cans, bottles, etc. in the bins on the trade show floor. Also please recycle your badges as you leave the show.

## AENC Resource Guide - AENC Members - Get Your Copy - Hot Off the Press - at the Trade Show! ▶

AENC members can pick up their 2012 Resource Guide and Directory at the Trade Show (be green...save mailing materials and postage). If you are an AENC Member, go to the AENC Resource Guide kiosk to get your copy.

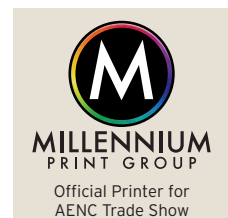
## Exhibitors ▶

A preliminary list of exhibitors is enclosed. For an updated list and a layout of the exhibit floor, go to the AENC website at [www.aencnet.org](http://www.aencnet.org). The onsite program will have a list of exhibitors and a diagram of their location.

If you have questions please contact the AENC office by email to [jovita@aencnet.org](mailto:jovita@aencnet.org).



*\*These events are open for attendees only who are employees of a non-profit association or a meeting planner.*



# Trade Show Exhibitors (preliminary list)

## Thursday, December 8, 2011

A K Consulting  
A&V Company  
Alabama Theatre  
Aloft Chapel Hill  
Asheville CVB  
Asheville Renaissance  
Avectra  
Best Western Plus Coastline Inn and Coastline Conference Center  
Biltmore  
Biltmore Farms Hotels  
Blockade Runner Beach Resort  
Bordeaux Hotel & Conference Center  
Bridge Point Hotel & Marina  
Cabarrus CVB  
Candlewood Suites Fayetteville  
Cape Fear Riverboats  
Carnival Cruise Lines  
Chapel Hill Orange County CVB  
Charleston Area CVB  
Charleston Marriott  
Chetola Resort at Blowing Rock  
City Hotel & Bistro  
Colonial Williamsburg Hotels  
Comfort Suites New Bern  
Courtyard by Marriott Chapel Hill  
Courtyard by Marriott Greensboro  
Courtyard Marriott Carolina Beach  
Crown Complex Fayetteville  
Crowne Plaza Hilton Head Island Beach Resort  
Crowne Plaza Tennis & Golf Resort Asheville  
Crystal Coast Tourism Authority  
CVB Pinehurst, Southern Pines, Aberdeen Area  
DataChambers Records Management  
Days Inns Outer Banks  
Disney Destinations  
Doubletree Hotel Greensboro  
Durham CVB  
Embassy Suites Charlotte-Concord  
Embassy Suites Fayetteville  
Embassy Suites Hotel & Hampton Inn & Suites Raleigh Durham  
    Airport – Brier Creek  
Embassy Suites Hotel Greensboro  
Embassy Suites Raleigh-Durham/Research Triangle  
Equipt Exec - Root Loud  
Fayetteville CVB  
Francis Marion Hotel  
Freeze-Frame Photography  
Gastonia Convention Center  
Gateway Centre Hotel Complex, Rocky Mount, NC  
Gephart Marketing  
Grand Bohemian Hotel Asheville  
Grandover Resort & Spa  
Great Wolf Lodge Concord  
Greater Ft. Lauderdale CVB  
Greater Raleigh CVB  
Greensboro CVB  
Greensboro Downtown Marriott  
Greenville Convention Center  
Greenville Hospitality Partners  
Grove Park Inn Resort & Spa  
Hampton Inn Greenville (NC)  
Hampton Inn Oceanfront  
Hawthorne Inn & Conference Center  
Hickory Crowne Plaza  
Hickory Hampton Inn  
Hickory LaQuinta Inn & Suites  
Hickory Marriott Hotels  
Hickory Metro CVB  
Hickory Metro Convention Center  
Hickory Quality Suites & Sleep Inn  
High Point CVB  
Hilton Greenville (NC)  
Hilton Head Marriott Resort & Spa  
Hilton New Bern Riverfront  
Holiday Inn Brownstone Hotel & Conference Center to be Doubletree by  
    Hilton Raleigh Brownstone-University  
Holiday Inn Roanoke Valley View  
Holiday Inn Wrightsville Beach Resort

Go to [www.aencnet.org](http://www.aencnet.org) for an up-to-date list of exhibitors. An exhibitor list and floorplan will be available at the Trade Show.

Hollins Exposition Services  
Homewood Suites by Hilton  
Kiawah Island Golf Resort/The Sanctuary at Kiawah Island  
Kingston Resorts, Hilton Myrtle Beach & Embassy Suites Oceanfront  
Lake Junaluska Conference & Convention Center  
Langdon & Company, CPAs  
Litchfield Beach & Golf Resort – Pawley's Island  
Marina Inn at Grande Dunes  
Marriott and Renaissance Caribbean & Mexico Resorts  
Marriott Executive Park Charlotte  
Millennium Print Group  
Myrtle Beach Area CVB  
Myrtle Beach Marriott Resort & Spa at Grande Dunes  
New Bern/Craven County CVB  
New Orleans CVB  
Norfolk CVB  
ON HOLD:32  
Outer Banks Visitors Bureau  
Outer Beaches Realty  
Palm Beach County CVB  
Paragon Commercial Bank  
PCMA – Southeast Chapter  
Pine Needles – Mid Pines Resorts  
Pinehurst Resort  
Raleigh Convention Center  
Raleigh Marriott City Center Hotel  
Ramada Plaza /Hilton Garden Inn - Outerbanks  
Residence Inn by Marriott Greensboro  
Resort Realty  
Rizzo Conference Center  
Rocky Mount CVB  
Sanderling Resort and Spa  
Sands Resort  
SeaSoundStudio Entertainment  
Shell Island Resort  
Shepard Exposition Services  
Sheraton Atlantic Beach Oceanfront Hotel  
Sheraton Chapel Hill  
Sheraton Charlotte Airport  
Sheraton Four Points Raleigh/Cary  
Sheraton Greensboro Hotel at Koury Convention Center  
Sheraton Myrtle Beach Convention Center  
Sheraton Norfolk Waterside Hotel  
Sheraton Raleigh Hotel  
Sheraton Roanoke Hotel & Conference Center  
SignCraft Solutions  
Snowshoe Mountain  
Sree Hotels  
Summit Hospitality Partners  
Tampa Bay & Company  
Taylor Ranch Events  
The Ballantyne Hotel & Lodge  
The Blake Hotel  
The Carolina Inn  
The Franklin Hotel  
The Greenbrier  
The Homestead  
The Resort at Glade Springs  
The Ritz-Carlton, Charlotte  
The Siena Hotel  
Time Warner Cable – Business Class  
Triangle Business Journal  
Tryon Palace  
Twin City Quarter  
Village Inn & Conference Center  
Visit Charlotte  
Visit Orlando  
Visit Winston Salem  
Washington Duke Inn & Golf Club  
Westin Charlotte  
Wildwater/American Zipline Canopy Tours  
William & Ida Friday Center  
Wilmington Cape Fear Coast CVB  
Wilmington Convention Center  
Wilmington Hilton Hotel & Riverside Suites

**\*ATTENDEE REGISTRATION**  
**AENC 30<sup>TH</sup> ANNUAL TRADE SHOW ~ Thursday, December 8, 2011**

**Trade Show 12:30 – 4:30 PM**  
**Great Ideas Breakfast 9-10 AM ~ Disney Institute Seminar 10 – 11:30 AM**  
**Lunch 11:30 AM – 12:30 PM**

Raleigh Convention Center, Raleigh, NC

\*(Exhibitor representatives must register on a different form; contact Jovita Mask [jovita@aencnet.org](mailto:jovita@aencnet.org))

**Eligibility to Attend:** Attendees must be employed by nonprofit associations or be meeting planners. There is no charge to attend any of the events; however you must register. All registrations must be received by 5:00 PM on December 5, in order to have a pre-printed name badge and receive your complimentary parking pass via email. After December 5, you must register on site.

**Print legibly in black ink.** Please complete one form per person. Make copies if needed.  
Complete the Attendee Profile Form and send in with this registration form.

Full Name \_\_\_\_\_

Email \_\_\_\_\_

Informal First Name for Badge \_\_\_\_\_ Designations \_\_\_\_\_

Organization Name \_\_\_\_\_

Title \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Phone (\_\_\_\_\_) \_\_\_\_\_ Fax (\_\_\_\_\_) \_\_\_\_\_

Check the event(s) you will attend and complete the attendee profile:

Great Ideas Breakfast 9 -10 AM - Sponsored by The Grove Park Inn Resort & Spa

Disney Institute Seminar – Disney’s Approach to Brand Loyalty - 10 – 11:30 AM - Sponsored by AENC, Disney Destinations & PCMA-Southeast Chapter

Pre-show lunch with attendees and exhibitors – Participants will receive a voucher when you pick up your admission badge to present at lunch for your choice optional menu items. Sponsored by the Raleigh Convention Center and AENC

Trade Show 12:30 – 4:30 PM

You will receive a confirmation and parking pass by email. To be eligible for the Super Grand Prizes, you must complete the Attendee Profile form and turn in by 3:30 PM at the Trade Show and you must be present to win.

**Registration Information and Options: Complete registration form and profile form.**

- Online at [www.aencnet.org](http://www.aencnet.org)
  - Fax this form and your attendee profile to (919) 848-8525
  - Mail this form and your attendee profile to AENC, 7511 Mourning Dove Rd, Suite 102, Raleigh, NC 27615
- If you have questions, contact Jovita Mask at [jovita@aencnet.org](mailto:jovita@aencnet.org) or (919) 848-8255

## AENC 2011 Trade Show Attendee Profile /Grand Prize Entry Form

You must answer all questions. If not applicable enter NA. Please print or type legibly in black ink.

Full Name of Organization (no initials please) \_\_\_\_\_

Mailing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Your full name \_\_\_\_\_ Title \_\_\_\_\_

Email \_\_\_\_\_ Phone ( \_\_\_\_\_ ) \_\_\_\_\_

How do you prefer to be contacted: ( ) Email ( ) Phone ( ) Mail Preferred day/time to contact you \_\_\_\_\_

Is your organization: ( ) International ( ) National ( ) Multi-state ( ) State ( ) County/City

( ) Nonprofit 501c3 ( ) Nonprofit 501c6 ( ) Corporation ( ) Education ( ) Government ( ) Other \_\_\_\_\_

Number of employees ( ) 1-5 ( ) 6-10 ( ) 11-25 ( ) 25-100 ( ) More than 100

Do you plan meetings for your organization ( ) Yes ( ) No

For site/facility selection, do you make: ( ) recommendations ( ) final decision

Name(s) of others in your organization who plan meetings/make decisions \_\_\_\_\_

Are you required to hold all of your meetings in North Carolina? ( ) Yes ( ) No

State(s)/counties where you would consider as sites for your meetings: \_\_\_\_\_

Preferred Arrival/Departure Days for your largest meeting: (example – Sunday-Tuesday) \_\_\_\_\_

Number of meetings each year: # \_\_\_\_\_

Largest Meeting: # of rooms on peak night \_\_\_\_\_ Total number of room nights (# of nights X # of rooms): \_\_\_\_\_

Number of attendees \_\_\_\_\_ Number in largest session \_\_\_\_\_ Number of exhibits/table tops \_\_\_\_\_

Smallest Meeting: # of rooms on peak night \_\_\_\_\_ Total number of room nights (# of nights X # of rooms): \_\_\_\_\_

Number of attendees \_\_\_\_\_ Number in largest session \_\_\_\_\_ Number of exhibits/table tops \_\_\_\_\_

Hotel where you held your 3 most recent annual meetings: \_\_\_\_\_

\_\_\_\_\_ Next Open Date (month/year) \_\_\_\_\_

Would you consider booking a cruise for your organization? ( ) Yes ( ) No

Have you ever used a Convention & Visitors Bureau to assist with meeting planning/execution? ( ) Yes ( ) No

Do you hold golf outings? ( ) Yes ( ) No # people \_\_\_\_ ( ) In conjunction with another meeting ( ) Stand alone event

### Does your organization:

Purchase logo marketing items? ( ) Yes ( ) No

Purchase professional signage or banners? ( ) Yes ( ) No

Use banking services such as remote deposit? ( ) Yes ( ) No

Use an outside printer to produce a magazine, newsletter, directory, brochures, programs, or manuals? ( ) Yes ( ) No

Use a "message on hold" phone service? ( ) Yes ( ) No

Use a professional photographer for events or publications? ( ) Yes ( ) No

Use an association management software system? ( ) Yes ( ) No Name of software \_\_\_\_\_

Offer affinity programs for your members/employees (Example: Insurance, credit card, other benefits) ( ) YES ( ) NO

Use entertainment at your events? ( ) YES ( ) NO

Use/Need off site document storage or shredding services? ( ) YES ( ) NO

Have/Need Cable/TV/Internet service in your business? ( ) YES ( ) NO

Use or would consider using outside consulting services? ( ) YES ( ) NO

Hold silent or live auctions to raise money? ( ) YES ( ) NO

Use outside Audio-Visual companies to provide AV Services at your events? ( ) Yes ( ) No

**To be eligible for the Grand Door Prizes, you must turn in completed profile before 3:30 PM – December 8.**



“*That’s the bottom line of the Disney Difference. More than any other company, we are able to successfully and consistently create multiple experiences and products out of our creative properties in ways that generate consumer enthusiasm and real shareholder value.*”

- Bob Iger

## Disney’s Approach to Brand Loyalty

For over 85 years, The Walt Disney Company has maintained a comfortable and lasting position in the marketplace. At Disney Destinations around the world, Cast Members (employees) explore the link between Guest (customer) satisfaction and brand reputation. This integration sets the Disney brand apart. Brand loyalty is a reciprocal relationship that begins with the business. A business must be loyal to its customers in order to receive loyalty in return.

At Disney, long-lasting relationships evolve: Guests become friends and friends become family.

### PROGRAM BENEFITS

For decades, Disney has been creating and sustaining lifelong relationships with its customers while producing strong business results. This course identifies how the powerful relationship between experiences and a brand generates superior bottom-line results through greater customer and employee loyalty. Throughout the course, you explore Disney techniques used to retain customers for life and identify reliable strategies to deliver more effectively on your organization’s brand.

You will learn how to:

- Discover Disney time-tested practices and principles that build and fortify brand loyalty.
- Identify the impact brand loyalty has on financial performance and reputation.
- Build lasting relationships with your customers to solidify brand loyalty.
- Expand your products and services to foster repeat business.
- Apply quality standards to support your brand promise and maintain consistent service delivery.
- Sustain a competitive advantage for your organization.

### WHO SHOULD ATTEND

Anyone interested in creating lasting customer relationships and a competitive advantage by applying Disney brand loyalty principles and practices.



## PROGRAM CONTENT

### Brand Loyalty Model

A loyalty relationship begins with organization-wide commitment. Everyone must exemplify internal service quality, a key component to the “loyalty profit chain,” used to demonstrate the strategy for long-term financial results. By building a bridge of trust, relationships are built, thus repeat business grows and the advance towards a sustainable future begins. When an organization’s brand aligns with individual identity; when experiences deliver superior value; when contacts build relationships—the link to creating loyalty is established.

#### Learning Objectives

- Define brand loyalty.
- Identify “loyalty profit chain.”
- Explore the impact brand loyalty has on financial performance and reputation.

### Building Relationships

Many customers will discontinue their relationship with an organization because they gained a perception that the business didn’t care. The relationships and personal contacts that consumers encounter can either hurt or harm a business, even if the brand parallels individual identity and the experience illustrates quality. A natural extension of a mutually beneficial relationship between customers and an organization’s employees is the positive reaction that results in increased loyalty.

#### Learning Objectives

- Demonstrate how building relationships with your customers can create both loyalty to your brand and lead to repeat business.
- Empower your staff to spontaneously create relationship moments with your customers.

### Building Repeat Business

At Disney, we believe that it is both an art and a science to keep Guests coming back. It costs a lot less to retain a Guest than it does to obtain a new one; therefore, it is essential to attain repeat business by delivering superior value and developing relationships that last. When you surpass the experience offered by your competition, and when you add to that by exceeding expectations at each and every point of contact, you hold the key that will keep bringing customers back.

#### Learning Objectives

- Explain how expanding product and service offerings can build repeat business and increase brand loyalty.
- Provide tools to assist you in optimizing repeat business.
- Increase knowledge of how quality standards can be applied to employee roles to support your brand promise and the consistent delivery of quality service.
- Greater understanding for the positioning of your brand.



## PROGRAM CONTENT *(CONTINUED)*

### **Sustainable Competitive Advantage**

When someone believes in a brand—when he or she feels a sense of ownership over it and can use it as a form of self-expression—that is when a brand has an advantage over its competitor. The lasting power of a brand can sustain an organization through any economic storm. More importantly, a brand that garners loyalty through the building of relationships and repeat business should also have the flexibility to change appropriately, generating customer loyalty for future generations.

#### Learning Objectives

- Maximize brand loyalty across all audiences.
- Organize your company for a sustainable future.
- Examine the relationship between brand loyalty, individual identity, and marketing.

## **David Mulvey**

*Facilitator and Content Specialist, Disney Institute*

David Mulvey is a content specialist and facilitator for Disney Institute. In this role, he incorporates more than 25 years of training and professional development experience into helping organizations enhance the way they do business.

David began his Disney career in 1997 at the Walt Disney World Resort in Lake Buena Vista, Fla. He served in many operational roles across Walt Disney World parks and resorts, including attractions, food and beverage, transportation and character entertainment. Working in those environments created a living laboratory for David as he studied how Disney delivers legendary guest service.

David joined the Disney Institute facilitation team in the late 1990s. His leadership qualities and insights were quickly recognized and in 2002, he was promoted to content specialist. Contributing to the instructional design of Disney's Approach to People Management programs, David works diligently to ensure that Disney best practices are represented from all branches of The Walt Disney Company.

Prior to working at the Walt Disney World Resort, David spent 14 years facilitating programs in personal and professional development, including courses such as developing business plans, team building and creative problem solving. David also was a television reporter in Tennessee and Virginia.

David was awarded a Bachelor of Arts degree in communications with honors from the University of Tennessee.