

GREETINGS FROM PINK INC

This month I traveled to Las Vegas for 2 conferences, which encompassed several events, the Event Solutions show and the Exhibitor show. At both events the trends I heard were -

- 1) the event and exhibit industries are changing and creating strong partnerships and relationships in a new time.
- 2) Social media and hybrid events are here and were explored over and over.
- 3) Marketing is the new norm and is taking hold more then ever as our selling shifts from pushing product or being sold to a society of educated buyers.
- 4) Excellent customer service and differentiating yourself and your company is key now.

So we all have our work cut out for us!



NEWS FROM PINK INC

Pink Inc. IS Event Supplier of the Year 2010 !

And just in case you did not know my favorite part of Event Solutions was the Spotlight Awards, where Pink Inc. was awarded Event Supplier of the Year 2010. I love our trophy. And I must thank my entire team, our clients and the industry and YOU for selecting Pink Inc. for this great honor!

CHECK OUT ALL THE WINNERS HERE!

http://www.event-solutions.com/2010_spotlight_award_recipients

I took a few days to head back through the desert to Palm Springs where I once again experienced Shields Date Garden for a date shake, Polo and the amazing home and hospitality of my friends from Tentnology.

While at a Polo match I connected with Jenise Fryatt of Icon Productions where she interviewed me about Pink Inc.'s Supplier of the Year Award.

Take a look at this video clip, my favorite part is the background!



<http://www.youtube.com/watch?v=EhWGHpWU2e8>



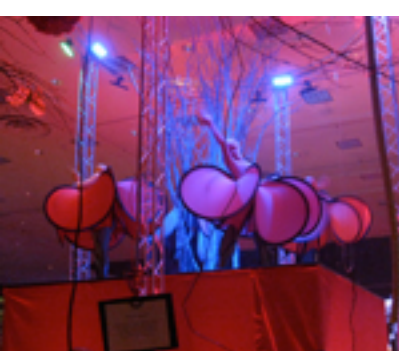
PRODUCT SPOTLIGHT EVENT SOLUTIONS

Event Solutions – is an events conference now partnered with CaterSource. The conference keeps changing with the times and that is one of the reasons I continue to go. Meredith McIlmoyle the editor and chief of the Event Solutions show has a great attitude about exploring and listening to what will make the show soar in years to come.

Pink Inc participated with a booth designed for live ice cream maker Three2oh!, Debra sat on a panel about Marketing and spoke specifically about Social Media for your business, and Pink Inc.'s Petal Pushers were a Living Centerpiece (with the help of Champaign Creative) at the Anthology event.

Please read more on our BLOG

Also take a look at the photos at Ready2spark



PROJECT SPOTLIGHT CITY CENTER

CityCenter, Ok so you ask, what is all the hype about? I must tell you, Architecturally and interior design wise this is the most exciting space I have experienced in a very long time! There are beautiful shapes, interesting alcoves, exciting materials and PRADA! What more can you ask for? It is even LEED certified! The next time you are in Vegas you must take a look!



A WORD WITH DEBRA

Exhibitor show had a great trade show, education and networking. I love the Women in Exhibitions group... I administer, host and run this informal group called (I think of myself as the Figure Head of WiE, go figure). We meet F2F at exhibit shows. Our discussion this session began with the question "what can we do to make the trade show a great experience for the attendee" we had a great discussion and you can read about it in Exhibit City News

Or join our on our LinkedIn group! Exhibiting Ladies, JOIN!

Or check out the tips on our blog!

<http://pinkincnews.com/about-us/news/women-in-exhibitions/>

Tweetups were another great part of these 2 conferences , You missed our tweetup? Read about the Event Solutions Tweetup at Lara McCulloch-Carter's Ready2spark

Since social media is trending don't forget to join our facebook fan page, follow our blog and follow us on twitter @pinkdeb and @pinkincdesign

Be Happy! It's Officially Spring!
-Debra

