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TS² Continues to Evolve Through 2012
TS² 2011 Postponed

Alexandria, VA, November 29, 2010 – In July of this year, TS², the Trade Show about Trade Shows, initiated a comprehensive review and study of all aspects regarding TS² and the industry it serves. This effort has continued throughout the following months and it has become apparent that both exhibitors and attendees are looking for new and innovative solutions to bring the community together. This comprehensive review has led to the decision to create new focused events for the industry to better reflect the needs of our exhibitors and attendees.

Subsequently, the TS² conference and exposition will not be held in 2011 and is postponed until 2012. This action allows National Trade Productions, Inc. (NTP), owner and producer of TS², to focus on new strategies that will bring meaningful interaction between the suppliers and TS² attendees that make up this vibrant community of exhibitor and event marketers.

“As TS² evolves over the next year, we will continue to serve the trade show industry with the same dedication TS² has exemplified over the past 37 years,” said Christopher Harar, TS² Show Director. “This is a new beginning for TS² and its supporters. We are excited about the future events that are now under development.”

“We thank the community for its continued support of TS²,” said Bob Dallmeyer, TS² Education Program Committee Chairman. “We look forward to building success for the exhibitors and event marketers in 2011 and beyond.”

About TS²

TS² is the conference and exposition for exhibit and event marketing best practices presented by industry gurus, leading-edge marketing initiatives and support for every step of the way from justifying budgets to proving ROI to developing the marketer’s career. TS² is owned and produced by National Trade Productions (NTP), a leader in the production, management, and marketing of trade expositions, conferences and special events. TS² is sponsored by the Trade Show Exhibitors Association (TSEA), www.tsea.org. For more information about attending or exhibiting, please contact NTP at 703-683-8500, or visit the TS² Web site, www.ts2show.com.

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