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## TSEA holds Red Diamond Congress

Written by Helen Holzer

**CHICAGO** – Trade Show Exhibitors Association (TSEA) has announced additional speakers for its 2011 Red Diamond Congress set for July 31 to Aug. 3 at The Peabody Orlando in Orlando, Fla.

Red Diamond Congress will provide advanced-level education within a unique learning environment that's designed to foster new and higher levels of understanding and promote knowledge sharing. Participants can earn up to two CEUs toward their Certified Manager of Exhibits (CME) or other certification.

Confirmed speakers include:

**Peter Eelman**, vice president of Exhibitions and Communications for the Association of Manufacturing Technology. Eelman has been involved with the International Manufacturing Technology Show for more than 30 years. He is on the Board of Directors of the Exhibitor Appointed Contractor Association and formerly served on the Board of Directors for the Trade Show Exhibitors Association. He is also a speaker with the International Association of Exhibitions and Events and serves on the Metropolitan Pier & Exposition Authority Labor Council in Chicago.

**Alan Cordial**, business solutions strategist for Calan Communications. Cordial's wealth of real life experience delivers added value in meeting his customer's business challenges. During his 20-year tenure as the president and an active AE for Creative Productions, he personally managed an annual \$17 million client event portfolio with a client list that included AT&T, Ford Motor Company, Sony Electronics and Polaroid.

**Mary Beth Rebedeau**, a 25-year veteran of the face-to-face events industry. Rebedeau has spoken at many industry conferences, including SISO; CEFCO; IAEE's Expo!Expo! and Midwestern Chapter meetings; the Asian CEO Forum; ASAE; EACA; RCMA; TS2; TSEA's Windy City Chapter; and the Chicagoland Association Forum. She has contributed articles to Tradeshow Executive Magazine; Expo Magazine; Trade Show Week; Convene; and Trade Show Ideas Magazine.

**Sue Huff** has extensive industry experience in a variety of convention-related positions. Huff currently serves on the Healthcare Convention and Exhibitors Association (HCEA) Board of Directors as vice president, as well as a member of the Exhibit Industry Council (EIC).

**Tom Bowman**, president of Bowman Design Group and Bowman Global Change, will present two seminars that leverage his diverse event marketing expertise: green exhibiting and brand strategy.

Through 45 classroom-style workshops, Red Diamond Congress will immerse exhibit marketers in grad school-level learning.

Supplementing the classrooms will be topic-specific "applied learning centers" and informal "learning lounges," where faculty members will join sponsors' subject matter experts to amplify the workshops through small-group and one-on-one discussions.

"This year's Red Diamond Congress will offer an extraordinary forum for advocacy and learning," says Margit Weisgal, President/CEO. "Attendees will hear fresh voices and viewpoints from a diverse group of experts, most of whom have never been brought together before."

### **EACA Annual Meeting**

The Exhibitor Appointed Contractor Association (EACA) will co-locate its 13th Annual Meeting with TSEA's Red Diamond Congress.

"With the cancellation of TS2 in 2011, we've been looking for a new home for our Annual Meeting," said Jim Wurm, executive director of the EACA. "We're very pleased that TSEA has invited us to co-locate our Annual Meeting with their Red Diamond Congress this summer. We believe it's the next natural step toward our ultimate goal of hosting our Annual Meeting at an 'All Industry Congress,' " he stated.

The EACA event includes its Annual Conference with educational sessions and discussions of industry issues; the Annual Awards Luncheon; and the EACA Board Meeting.

"The best part of this announcement is that it puts EACA members in closer contact with its TSEA customers and delivers on our promise to deliver value to them each and every day," Wurm added.

For more information to register for the Red Diamond Congress, visit [www.RDC2011.com](http://www.RDC2011.com).

<http://www.exhibitorsdaily.com/index.php/news/175-1107/3325-tsea-holds-red-diamond-congress>