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Notes



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Articles for International Trade Show Organizers and Exhibitors

By Michelle Bruno

After three years of global recession and industry contraction, 2011 will be the year that U.S. trade show organizers begin recruiting international buyers and exhibitors AGAIN. At the same time, they'll renew efforts to extend their brands by organizing shows or participating in pavilions in emerging markets. China, India, and Brazil will be among the hot spots, but Dubai in the United Arab Emirates is also attracting interest from American show producers and companies. With that momentum in mind, *Global View Notes* will focus on the topics, best practices, case studies, and ideas that help trade show organizers grow and expand their international customer base, accommodate their exhibitors, and take their shows and communities overseas. Here's an editorial calendar for the entire year with the article topics that *Global View* readers won't want to miss.

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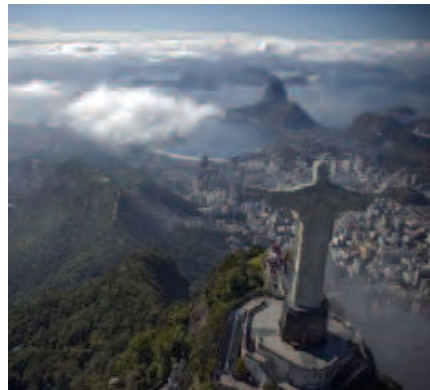
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While *Global View Notes* builds their library of articles in 2011, the articles published in 2010 are as relevant as ever. Visit the online archives to read about such diverse topics as the anatomy of a customs entry, five ways to miss the trade show, what international freight forwarders do on site, and top 12 ways to market a U.S. trade show overseas.

Rogers Road Trip Trivia Contest

The Rogers Road Trip Trivia Contest was so successful, we have decided to extend the contest all year long. Look for a trivia question once a month. All correct respondents will be placed in a drawing. One person per month will be selected and the prizes will be mailed to the lucky winners.



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