

## A S S O C I A T E S

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**Learning • Connecting • Progressing**

### **ASSOCIATES SPONSOR SAN ANTONIO RECEPTION**

Thank you to all of the Associate members that helped sponsor the Illinois Reception at the GFOA Conference in San Antonio. The cold drinks on a hot day made for a very successful reception! Many thanks to

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### **FINANCIAL SERVICES GUIDE**

The [Financial Services Guide](#) is updated! Sponsoring Associate firms' dues include listing in this guide that is available to IGFOA members along with the general public. The Guide provides an on-line listing and links to firms providing services to local governments. To update information about your firm for the Guide, have the designated contact person for your firm modify their on-line profile in the [IGFOA Membership Directory](#). If you are not a Sponsoring firm and are interested in upgrading your membership, please see the added benefits available to Sponsoring Associates at [http://www.igfoa.org/Assoc\\_benefits.html](http://www.igfoa.org/Assoc_benefits.html) and contact Meetings and Membership Coordinator Ruth Limpers at 630-663-0019 or [info@igfoa.org](mailto:info@igfoa.org).

### **KEEP YOUR PROFILE UP-TO-DATE**

Please take a moment to update your membership profile at the IGFOA on-line directory. Public sector members use the Vendor Services Category search to compile RFP mailing lists. If you have not set up your listing, you may be missing out on requests for proposals or quotes! To update your profile visit [www.igfoa.org](http://www.igfoa.org) and choose *Members Login* from the main menu. With your user id and password, you can sign-in and edit *My Profile*.

July 2005

## ANNUAL CONFERENCE EXHIBITOR APPLICATIONS

Exhibitor applications are currently being accepted. The Invitation Schedule for 2005 is:

<u>Associate Member Category</u>	<u>Invited beginning</u>
Sponsoring Firm Member	July 6
Individual Member	July 25 if space remains available
Non-member	August 8 if space remains available

The conference is September 14-16 at the Springfield Hilton. For details and a form visit <http://www.igfoa.org/events.html>.

### TIPS FOR EXHIBITORS

- Train your booth personnel. “You can’t just take field reps, shove them in a booth and tell them to go. If the sales people working the booth don’t clearly understand the full breadth of the campaign, you are doomed to fail.” David Larkin, tsnn.com, as quoted in Brilliant Results, January 2005. For more information on how to train exhibit staff, check out the Center for Exhibit Industry Research at <http://www.ceir.org/>.
- Develop a workable show budget. “Experienced exhibitors generally expect that a show’s total cost will be roughly four times the amount spent on space rental.” Brilliant Results January 2005. Cathleen Curchin of Laarhoven Design offers tips to cut exhibit costs at <http://www.exhibitoronline.com/tips/tip-display.asp?counter=9>
- Create anticipation. Advanced PR can help encourage qualified prospects to visit your booth. Consider mailing an educational article about the service/product you will be exhibiting at least one month before the show. IGFOA Exhibitors will be provided with a list of pre-registered attendees the last week in August.
- Give your booth props and materials a complete check-up. At least two weeks before the conference hold an exhibit dress rehearsal to make sure all of your props work and materials are up-to-date. Be sure to pack a “first-aid” kit for your exhibit, such as small tools, spare parts, and a lint brush.
- Use giveaways sparingly “Unless you are using giveaways to increase your name awareness, you should make qualifications for giveaways selective and keep them out of sight.” Brilliant Results, January 2005
- Get out from behind the booth. If you are able to staff your booth with more than one person, have the additional booth staff mingle at breaks and during the reception and encourage booth staff to attend educational sessions. Discussing the merits of a presentation is a good ice-breaker.
- Be assertive but not aggressive, or passive. Don’t wait for conference attendees to start a conversation. Be attentive to body language.
- Follow-up, follow-up, and follow-up. According to the Center for Exhibition Industry Research, 80% of show leads do not receive any follow-up.

### EVERYTHING ASKED ABOUT THE IGFOA ANNUAL CONFERENCE

Check out the Conference FAQs at <http://www.igfoa.org/ConferenceFAQs.html> to learn more about the upcoming Annual Conference and how you can be involved.