

Trade Show Executive[®]

News, Views and Tools for Trade Show and Event Executives

May 2009

WHO'S WHO

among

General & Specialty Service Contractors



EVENT MARKETING & SPONSORSHIP SALES

THE C.W. ALLEN GROUP, LLC

HQ address: 5130 Cyrus Cir., Birmingham, AL 35242
Phone: (205) 263-0555 Fax: (205) 263-0557
Website address: www.cwallengroup.com



E-mail address: charles@cwallengroup.com
Top officer: Charles W. Allen, Chairman & CEO
Number of full-time employees in the U.S.: 21
Est. number of seasonal/temporary employees: 6
Est. number of shows in 2009: 40+

Number of offices with at least five employees: 1
Number of other U.S. offices: 3

Cities with offices: Louisville, KY; Orlando, FL; Birmingham, AL

Description: The C.W. Allen Group is a leading Event Marketing Consultancy in the North American exhibition industry. CWAG possesses strong expertise and competence in maximizing net sponsorship revenues to events, providing the industry's leading collection of "experiential marketing innovations" as well as delivering the industry's leading exhibitor education/training program (Exhibiting ROI-Q Academy™, supported by TSEA, the International Economic Alliance [conceived at Harvard University] and BPA Worldwide). Industry pioneer Charles W. Allen has assembled a management team of exhibition industry professionals with many decades of experience in multiplying the value and profitability of leading events.

Three major clients: Toy Industry Association, American Academy of Ophthalmology, and Reed Exhibitions



Brighter Ideas... Better Results.™

American Exhibition Services

HQ address: 2700 2nd Ave. South, Birmingham, AL 35233
Phone: (205) 314-7300 Fax: (205) 314-7345
Website address: www.aesmarketing.com
Email address: abrady@aesmarketing.com
Top officer: Allen Brady, CEO

The Global Executive

HQ address: 90 Grove St., Ste. 01, Ridgefield, CT 06877
Phone: (203) 431-8950 Fax: (203) 431-9305
Website address: www.globalexec.com
Email address: lvalvo@globalexec.com
Top officer: Leonora Valvo, CEO

Showcare

HQ address: 2770 14th Ave., Ste. 101, Markham, ON L3R 0J1
Phone: (888) 892-0745 Fax: (905) 479-9404
Website address: www.showcare.com
Email address: info@showcare.com
Top officer: Martin d'Amours, President

EXHIBITOR EDUCATION & TRAINING

The C.W. Allen Group, LLC/
Exhibiting ROI-Q Academy™
HQ address: 5130 Cyrus Cir., Birmingham, AL 35242
Phone: (205) 263-0555 Fax: (205) 263-0556
Website address: www.cwallengroup.com
E-mail address: charles@cwallengroup.com
Top officer: Charles W. Allen, Chairman & CEO