



Tradeshow Week's 2008 **POWER PACK**

**The Most Influential People
in the Tradeshow Industry**

1000

We editors are like everybody else. As we worked over the last couple of months to prepare this year's Power Pack, Tradeshow Week's latest list of the 100 most influential people in the exhibition business, we couldn't resist taking a peek at our list from a couple of years ago. The two are far from identical. There are quite a few new faces, indicating to us that this is an industry that is quickly transforming itself.

It may very well be that, as you look through this issue of the Tradeshow Week Power Pack, you will disagree with some of our choices. That is something we expect and welcome. At the very least, it is our hope that this 2008 Power Pack is a starting point for an industry-wide discussion on the subject of leadership in the exhibition world.

-The Editors

HEAD HONCHOS


Charles McCurdy

CHAIRMAN AND CEO

Apprise Media and Canon Communications

Want to know what it takes to start a successful company? Ask McCurdy; he's done it more than once.

As co-founder, president and director of Primedia, he oversaw the acquisition, development and growth of more than 20 platform niche media companies. He was the driving force behind the company's entrance into the enthusiast and B-to-B magazine markets, as well as consumer guides, specialty video, supplemental educational publishing and their related online and digital media properties.

McCurdy also was a pioneer with the successful model that any B-to-B company that wants to stick around for a while has since adopted – a portfolio with a combination of print, live events and digital products.

In 2004, McCurdy rolled the dice again with the launch of Apprise Media. That led to the acquisition of three platform companies under the Apprise umbrella: Canon Communications, as well as Beckett Media and Action Pursuit Group, which together form Apprise Enthusiast Media.

McCurdy's philosophy on how to conquer a market sector is apparent by the strategy he and his team at Canon have undertaken to be the dominant force in the advanced manufacturing sector. What started as a handful of shows has now mushroomed into a series of collocated events, sometimes as many as eight at one time, in different regions around the United States. As if that weren't enough, McCurdy has both launched and acquired even more shows overseas.

INNOVATORS


Kevin O'Keefe

SENIOR VICE PRESIDENT, events

Canon Communications

If you wonder what the story is behind the long-winded name of the No. 88 show on the 2008 TSW 200 – **Natl. Manufacturing Week/Assembly Technology Expo/Quality Expo/Electronics Assembly Show/Plastec Midwest** – ask O'Keefe: It's his brainchild. In 2005, Apprise Media bought Canon, which at the time had 15 tradeshow, 15 magazines and eight Web sites. Since then, O'Keefe's been instrumental in taking Canon's core group of products and, through a flurry of acquisitions, building an impressive array of collocated advanced technology-based manufacturing tradeshow, hence the multi-named shows. He also was behind the launch of the **Plastec** and **Medtec** events, the integration and annualizing of the packaging shows and the introduction of various pavilion exhibition features. Along the way, that original portfolio of 15 shows has grown to 63.