

## From EXPO Magazine, February 2005

*“Leave your attendees a greeting from a well-known industry figure or association officer on their hotel voicemail, suggests Karen McElroy Hunter, Principal with the Mission Group. Most hotels have a telephone system that will allow you to record a message and send it to selected rooms. It doesn’t cost the hotel anything and can often easily be included in your hotel contract. Messages could include a welcome, a reminder about a key event or not-to-miss session or even a thank you for attending. You can also thank exhibitors for their business and remind them to reserve space for the next show.”*

Postscript: – You may not be able to leave a voice mail when you have tens of thousands of registrants in different hotels, but pick an attendee market segment or exhibitors or VIP buying group heads. Think about it....you can help bring back that personal touch even when your show attracts 50,000 people!

Think About Applying THIS to your trade show:

### Best Thing We’ve Seen This Month

Walt Disney World has introduced a new service, “Disney’s Magical Express,” which offers show attendees who stay at a Disney resort hotel complimentary airport shuttle, luggage delivery and airline check-in.

Guests sign up to use the service at least 21 days before they leave for Orlando, FL, although alternate arrangements can be made inside of 21 days. Attendees are sent special luggage tags to be used for the trip. Bags are checked at the hometown airport. When attendees arrive in

Orlando, they’re greeted by a Disney representative and are taken to their Disney resort hotel via a special shuttle. At the same time, their bags are collected behind the scenes and also transported to the hotel. The luggage is then delivered to their rooms within a half hour of hotel check-in.



On the way home, attendees can avoid the hassle of trying to figure out what to do with bags after they’ve checked out of their rooms or the hassle of airport check-in. Instead, attendees can check their bags and receive

boarding passes in the lobby of their hotel (except for international flights).

Show organizers can offer the free service to their attendees starting May 5 by contacting their Disney hotel. Show management can choose to coordinate the service for attendees, or allow the third-party company providing

this service for Disney to take care of the details.

The service will be offered free for 18 months. Attendees must use American, Continental, Delta or United Airlines to take advantage of the service. Disney is currently negotiating to add more airlines.