

MAC Meeting and Events Wins Three "Louie" Awards

MAC Meetings and Events received three "Louie" awards from the International Special Events Society (ISES) Missouri Chapter at the Sixth Annual ISES Louie Awards on Saturday, March 5, 2005. MAC earned awards for Best Event Entertainment Concept and Execution Budget \$20,000 and Over, Best Theme Décor Budget \$15,000 and Over, and Best Public Event.

"MAC is thrilled to have been recognized among our peers for our outstanding efforts over this past year," said Pat Schaumann, DMCP, CMP, CSEP, President, MAC Meetings and Events. "We are able to maintain such high standards and accomplishments due to the strength of our talented team, both creatively and logistically."

MAC received a "Louie" for the Best Event Entertainment Concept and Execution Budget \$20,000 and Over for producing entertainment within a client's tradeshow booth. MAC developed and produced "Cell Phone Tango" with Broadway talent, and was commended for "putting the show back into tradeshow." The "tango" was a true traffic builder, increasing the booth's attendance by over 100%.

The team also earned the "Louie" for Best Theme Décor Budget \$15,000 and Over for recreating the World Series within the client's world headquarters. Guests enjoyed snack hawkers, crazy fans and t-shirt vendors, in an event real



La Tonja Thomas of St. Louis Business Journal (board member of ISES) presents a Louie Award for Best Event Entertainment Concept and Execution – Budget Over \$20,000 to Pat Schaumann of MAC Meetings and Events. Photo, Blacktie LLC

enough to make them feel as though they were actually at the World Series game.

MAC received the Best Public Event "Louie" for their branding efforts with a corporate client who participated as a sponsor for the 2004 Olympic Torch Run.

The "Louie" Awards honor individuals and companies in the special events industries for their creativity, logistical efforts and quality of programs provided to their clients. "Louie" awards are handed out annually, recognizing the best and most innovative work in the Special Events industry in St. Louis. This is the sixth year for the local award.

For more information about this press release or MAC Meetings and Events, please contact Maria Schomaker, CMP, Director of Business Development, at 314-588-7644 or via email at mschomaker@macmeetings.com.

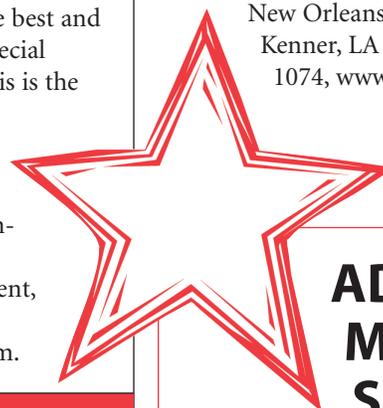
ADME Member Wins 5 Awards from HSMIAI

The Hospitality Sales & Marketing Association International (HSMIAI) recognized DNO – Destination New Orleans with 5 awards in the categories of advertising, public relations and web marketing excellence for its winning entries in the 2004 Adrian Awards Competition.

DNO received a Bronze Award for trade show exhibit, a Silver Award for marketing campaign, a Bronze Award for special event, and two Silver Awards for web marketing and the use of Flash technology.

These awards were presented as part of the 2004 HSMIAI Adrian Awards Competition, which attracted more than 1,350 entries from 45 countries and destinations around the world, with entries judged by teams and experts from all sectors of the industry. HSMIAI is an organization of sales and marketing professionals representing all segments of the hospitality industry.

For more information, contact Nancy Trosclair, President, Destination New Orleans, 53 Echezeaux Dr., Kenner, LA 70065, 504-628-1074, www.dnodmc.com.

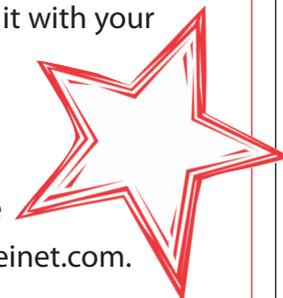


ADME Members Shine!

Has your company earned some special recognition?

Please share it with your peers and colleagues.

Send your press release to adme@meinet.com.



Membership Committee Needs Your Input!

The ADME Membership Committee, under the capable leadership of Rachelle Stone, is overseeing the development of new ADME membership collateral to help ADME soar beyond 200 members. An important element of our new membership brochure is Ten Reasons to join ADME.

What's your top reason for joining ADME? Submit your reason for consideration in our Top Ten list. The top 10 selected reasons (winners) will be published in the new ADME brochure along with their photo and company name for blatant self promotion for all of prosperity (ok, just until the next printing).

Please submit your reason to ADME by sending an email to adme@meinet.com no later than 15 April. The Membership Committee will review the reasons and finalize their decisions by May.