

Chapter 2 Meeting, Exhibition, Event, and Convention Organizers and Sponsors

MULTIPLE CHOICE. Choose the one alternative that best completes the statement or answers the question.

- 1) What type of association meeting is usually the smallest? 1) _____
A) Educational seminars B) Conventions
C) Training meetings D) Board meetings
- 2) What does "SMERF" stand for? 2) _____
A) Society Market Exposition Return Fraternal
B) Society Military Educational Religious Fraternal
C) Social Military Educational Religious Fraternal
D) Social Market Exposition Return Fraternal
- 3) What does "EMC" stand for? 3) _____
A) Exhibition Management Companies B) Exhibition Market Commerce
C) E-mail Commerce D) Exposition Market Community
- 4) Which of the following does not organize a meeting? 4) _____
A) DMCs B) IMPs (Independent Meeting Planners)
C) DMPs (Dependent Meeting Planners) D) CVBs
- 5) Organizations of persons having a common interest, such as professional, industry, education, scientific, or social, are: 5) _____
A) Associations B) Corporations C) Sponsors D) Gatherings
- 6) A major difference between associations and corporate gatherings is: 6) _____
A) Conference fees are paid with annual convention revenue.
B) Association meetings are attended by Board of Directors only.
C) Association attendance is mandatory.
D) None of the above
- 7) What is a type of corporate gathering? 7) _____
A) Management meeting B) Training meeting
C) Board meeting D) All of the above
- 8) What type of meeting is usually led by an expert and allows participants to voice their views and experiences? 8) _____
A) Training meeting B) Regional conference
C) Educational meeting D) Board meeting
- 9) Which of these sectors holds more meetings than any of the others, though their meetings are smaller than the meetings of other sectors? 9) _____
A) Associations B) Corporations
C) Government D) Religious groups
- 10) _____ meetings are different from every other type of conference. 10) _____
A) Government B) Association C) Board D) Department

- 11) Which of the following is true about meetings and gatherings? 11) _____
 A) DMC stands for Deciding Meeting Centers.
 B) Associations are concerned about price and the attractiveness of the location.
 C) A gathering must be held in a convention center.
 D) Corporate meetings are voluntary.
- 12) What are the trips that companies reward their top performers based on stated criteria? 12) _____
 A) Training seminars
 B) Conventions
 C) Incentive trips
 D) All of the above
- 13) Who are able to attend stockholders meetings? 13) _____
 A) Company executives running the company itself
 B) Anybody interested in buying stock in the company
 C) People who own 20% or more of the company
 D) Anybody who holds shares of a company
- 14) Which sector holds the most meetings? 14) _____
 A) Corporations
 B) Associations
 C) Government
 D) Not-for-profit organizations
- 15) The top city holding meetings in 2013 in the Asia Pacific region was: 15) _____
 A) Paris
 B) Singapore
 C) Barcelona
 D) Berlin
- 16) The top city hosting meetings in 2013 in the United States was: 16) _____
 A) Las Vegas
 B) Atlanta
 C) Chicago
 D) Orlando
- 17) Legally chartered enterprises that conduct business on behalf of their owners with the purpose of making a profit and increasing its value is: 17) _____
 A) A convention
 B) An association
 C) A fraternity
 D) A corporation
- 18) Which of the following is a professional association of the MEEC industry? 18) _____
 A) Center for Association Leadership
 B) American Society of Association Executives
 C) Meeting Professionals International
 D) All of the above
- 19) What does PCMA stand for? 19) _____
 A) Professional Courtesy Meeting Association
 B) Professional Convention Management Association
 C) Private Corporation Management Association
 D) None of the above
- 20) This term emerged in the meetings industry and involves the use of technology to help engage attendees during a meeting. 20) _____
 A) Gamification
 B) Smart Phone
 C) IT
 D) Tech Geek

TRUE/FALSE. Write 'T' if the statement is true and 'F' if the statement is false.

- 21) Cities derive more than 50% of their income from MEECs. 21) _____

- 22) Trade shows are exhibits of products and services that are open to the public and may either be part of a convention or stand alone. 22) _____
- 23) Conventions can be held anywhere there is space. 23) _____
- 24) The number-one reason attendees voluntarily go to events is for networking. 24) _____
- 25) The association's board of directors typically meets several times a year to provide collective advice and direction to the association. These meetings are known as board meetings. 25) _____
- 26) The definition of "corporations" used in this chapter is "legally chartered enterprises that conduct business on behalf of their owners with the purpose of making a profit and increasing its value. 26) _____
- 27) The top city hosting meetings in 2013 both in the United States and internationally was Las Vegas. 27) _____
- 28) Persons attending small associations with members who join for Social, Military, Religious, and Fraternal reasons tend to pay their own expenses. 28) _____
- 29) Attendance at association meetings is usually mandatory. 29) _____
- 30) Per Diem rates refers to the amount of money a government attendee can spend annually on items like lodging and meals. 30) _____
- 31) Government meetings often require a disproportionately smaller amount of function space relative to the number of sleeping room nights booked. 31) _____
- 32) The Trade Show Exhibition is generally not open to the public, while Exhibitions are usually open to the public 32) _____
- 33) The definition of Public Shows is exhibits of products and services that are open to the public and usually charge an admission fee. 33) _____
- 34) Meeting Management Companies are also known as Third Parties and operate on a contractual basis but limit their services to providing either selected or comprehensive meeting management services. 34) _____
- 35) The technology has not yet caught up such that Virtual Trade Shows are possible today. 35) _____

MATCHING. Choose the item in column 2 that best matches each item in column 1.

Match each type of gathering sponsored by corporations to its description.

- | | | |
|---|---|-----------|
| 36) Stockholders Meeting | A) Often held to upgrade the performance of the sales staff, distributors and retailers, and to introduce new products and services | 36) _____ |
| 37) Board Meeting | | 37) _____ |
| 38) Management Meeting | B) Held to bring managers and others up to date on issues relevant to their role within the company and to enhance the knowledge of their service providers | 38) _____ |
| 39) Training Meeting | | 39) _____ |
| 40) Public Show | | 40) _____ |
| 41) Incentive Trip | C) Held for numerous reasons such as a need to bring decision makers and important personnel together to develop plans, review performances, or improve processes | 41) _____ |
| 42) Sales Training and Product Launches | | 42) _____ |
| 43) Professional and Technical Training | D) The governing body of a corporation typically meets several times a year, usually in the city where the corporation is located | 43) _____ |
| | E) Voting shareholders are invited to attend an annual meeting | |
| | F) Held to bring managers and key employees up-to-date on improved methods of job performance | |
| | G) Awarded to top performers based on certain criteria | |
| | H) Mainly tradeshowes where exhibitors display their products to a local public | |

ESSAY. Write your answer in the space provided or on a separate sheet of paper.

- 44) Explain why conventions are so important to associations' annual revenues.
- 45) Discuss the suggestions that the text has for implementing security at a government function.
- 46) Discuss the various characteristics that make government meetings unique.

Answer Key

Testname: UNTITLED2

- 1) D
- 2) C
- 3) A
- 4) C
- 5) A
- 6) D
- 7) D
- 8) C
- 9) B
- 10) A
- 11) B
- 12) C
- 13) D
- 14) A
- 15) B
- 16) D
- 17) D
- 18) D
- 19) B
- 20) A
- 21) TRUE
- 22) FALSE
- 23) TRUE
- 24) TRUE
- 25) TRUE
- 26) TRUE
- 27) FALSE
- 28) TRUE
- 29) FALSE
- 30) FALSE
- 31) FALSE
- 32) TRUE
- 33) TRUE
- 34) TRUE
- 35) FALSE
- 36) E
- 37) D
- 38) C
- 39) F
- 40) H
- 41) G
- 42) A
- 43) B
- 44)
- 45)
- 46)