



**On the Cover:** The Compagnie Albedo (cq) comic puppets peer down on Megan Winegar, 16 of Bountiful as her mother, Gail, hides behind Megan during the opening day of the Utah Arts Festival. Thursday, June 22 2000 at the State Fair Park. The puppets, representing France, are one of several street performers from various countries. Photo by Chuck Wing/Desret News - Digital Camera Image.

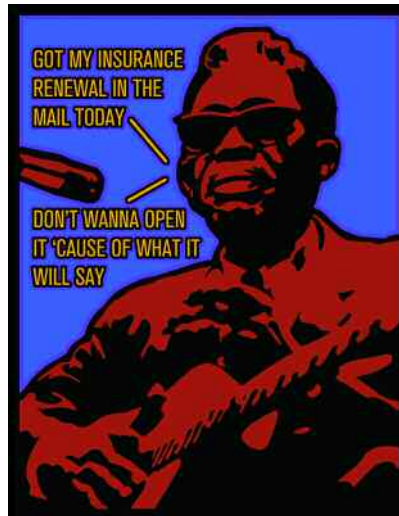


Spring 2003

# FEATURES

## DEPARTMENTS

- 6 Letter from the President
- 10 People
- 12 Industry Perspectives
- 17 Ask the Experts
- 19 Reader Forum
- 20 Pinnacle Call for Entries
- 44 Foundation
- 46 The Board Table
- 50 IFEA Update
- 56 IFEA World
- 60 Marketplace
- 64 Parting Shot



Hard Market Blues What's Behind the Rising Cost of Event Insurance and What Can You Do About It?

By Paul Jamieson, CFE



The Perfect Sponsorship Fit

By Sherri Strayer



# FIREWORKS

26

## Fireworks & Homeland Security: Less Bang, More Bucks?

By Steve Frantz



## How Do Volunteers Reflect Your Event?

By Katrina Weeks

31

35

## Use Common Sense When Working With Vendors

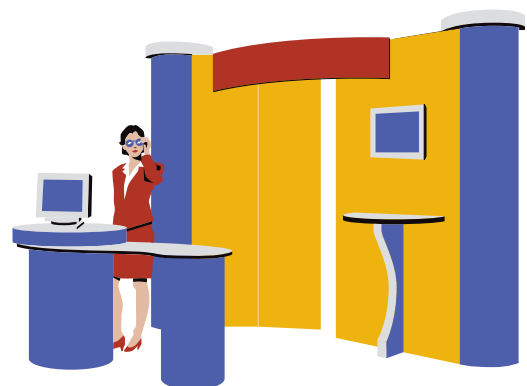
By Britt Kimball



## Why Am I In This Business?

By R. Tony Smith

36



40

## Be a Smart Shopper at Trade Shows

By Steve Rosenauer

41

## Extending Your Trade Show Presence

By Pete Van de Putte, CFE