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FOR IMMEDIATE RELEASE

CSG Creative Earns Ten IAEE Art of the Show Awards *Agency is Lauded for Trade Show Promotional Material Excellence*

Alexandria, Va. (November 24, 2014) — CSG Creative (CSG), an award-winning strategic marketing agency specializing in promoting face-to-face events, announced that it received ten Art of the Show Awards, including six first place honors. The International Association of Exhibitions and Events™ (IAEE) Art of the Show competition recognizes excellence in promotional materials for the exhibitions and events industry.

“Marketing composes the backbone of the overall business model, and the Art of the Show Competition directly reflects how essential exhibitions and events are to that model,” says IAEE President and CEO David DuBois, CMP, CAE, FASAE, CTA. “The level of excellence from all the entries — and, of course, the winners — is a real testament to how strong this industry really is.”

“The CSG team works very hard to produce break-through advertising and marketing programs for our clients that propel their brands in the industries they serve,” says Paige Cardwell, President. “It is an honor to partner with innovative show organizers and have the work we do for them be recognized by our industry for its excellence.”

CSG’s honors include:

First Place

Attendance Promotion Brochure: Between 50,000 and 150,000 nsf
National Apartment Association Education Conference & Exposition

Attendance Promotion Brochure: Over 150,000 nsf
International Vision Expo & Conference

Brand Design or Development: Under 50,000 nsf
Healthy Children Expo

Brand Design or Development: Over 150,000 nsf
PRINT 13

Email Promotion: Over 150,000 nsf
2014 International Sign Expo

Show Photography: Over 150,000 nsf
International Vision Expo & Conference

Honorable Mentions

Attendance Promotion Brochure: Over 150,000 nsf
PRINT 13

Attendance Promotion Campaign: Over 150,000 nsf
PRINT 13

Print Advertising
2014 International Sign Expo

Most Innovative Use of Technology Honorable Mention
International Vision Expo & Conference

For more information on the IAEE's Art of the Show competition, visit www.iaee.com/artoftheshow.

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About CSG Creative

CSG is a strategic marketing and creative agency that provides award-winning branding, design, and integrated marketing solutions to associations and trade show organizers. CSG's inspired creative, stellar service and innovative approach have made it one of the nation's premier agencies. CSG offers a full suite of creative services and marketing expertise in traditional, digital and social media. www.cscreative.com