

From: Snabb, Sandra

Sent: 9/22/2016 8:06:31 PM

To: TTAB EFiling

CC:

Subject: U.S. TRADEMARK APPLICATION NO. 86751763 - IMAGINE WHAT'S NEXT - 3T15672434 -
Request for Reconsideration Denied - Return to TTAB - Message 4 of 5

Attachment Information:

Count: 14

Files: smithb4-1.jpg, smithb4-2.jpg, smithb5-1.jpg, smithb5-2.jpg, reed1.jpg, reed2-1.jpg, reed2-2.jpg,
cam1-1.jpg, cam1-2.jpg, cam2-1.jpg, cam2-2.jpg, cam2-3.jpg, cam2-4.jpg, omni1.jpg

Social Media

By using tools that include LinkedIn, Twitter, Facebook, YouTube, Google+ and more, SmithBucklin helps organizations gain immense benefits from maintaining an engaging, evolving and value-creating social media presence. Our marketing and communication specialists work with associations to build strong social media community management and advertising strategies that not only enhance brand visibility and information sharing, but also deliver dynamic, cutting-edge content that can engage members, attract new audiences and position an organization as the leader of its industry.



Social Media Sparks Increase in Event Attendance

After identifying Facebook and Twitter as the preferred communication channels of its industry professionals, Cosmetologists Chicago launched a social media campaign to increase awareness of its annual event – America's Beauty Show – growing attendance by 9 percent compared to the previous year.

Thought Leadership, News and Accolades

Get Social



Increased Social Media Activity Drives Growth





Whether designing a formal training program or looking for ways to encourage informal learning, an association should consider integrating social technology into its education strategy. In *TD Magazine*, Imran Abbasi explains how to build collaborative learning experiences using five well-known social platforms. [Read More](#)



By leveraging its social media channels to deliver relevant conference information, connect colleagues, and share industry news and organizational updates, InSight sparked a 76 percent growth in Facebook 'likes' and a 29 percent increase in Twitter followers in just three months.

Targeted Advertising Leads to Facebook Community Growth



After launching its new Facebook community page, the Society of Gastroenterology Nurses and Associates, Inc., promoted the page with a targeted advertising campaign that helped to more than double the size of the community in only one month from 300 likes to more than 650 ... [Read More](#)

Replacing the Cold Call with a Hashtag



Rather than initiating sales conversations through cold calls, associations are finding it is now more efficient to use social media to generate leads, research industries and engage with association partners. [Read More](#)

How to Overcome Audience Attention Deficit



The American Society for Healthcare Engineering was featured alongside Julie Ferry in an *Association Conventions & Facilities* article detailing how presenters of educational programs are using social media strategies to draw in digital enthusiasts. [Read More](#)

Extend Events Year-Round with Social Media



Amanda Wood-Darvill is featured in an *EXPO* article offering tips on how associations can use social media to keep communities active between annual events. [Read More](#)

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Graphic Design, Multimedia & Video

Organizations that employ stunning visual communications grab the attention of members, customers or prospects to support strategic initiatives. SmithBucklin's creative team leverages its graphic design, multimedia and video experience to execute and manage a wide variety of projects from conception to completion. On behalf of our client organizations, we create logos, marketing and promotional materials, videos, presentations, print and electronic advertising, newsletters, journals, magazines, websites, apps and more.



Cosmetologists Chicago won Graphic Design USA's 2013 American Graphic Design Award and the 2013 American In-House Design Award for the America's Beauty Show advertisement, "Blonde Molecule."

Thought Leadership, News and Accolades

Promotional Campaign Helps Increase Certification Candidates by More Than 20

"Working closely with the editorial team from SmithBucklin, LMA's volunteer members determined a redaction

Percent



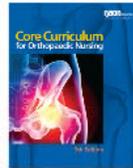
The American Board of Certification for Gastroenterology Nurses (ABCGN) launched a "Faces of CGRN" campaign to showcase its certification program. The campaign featured practicing gastroenterology nurses sharing their stories and tips for success through advertisements, websites and videos. As a result, enrollment for certification exams ... [Read More](#)

members determined a redesign of the publication would better reflect the creative personality of our marketing organization, improve the newsworthiness of its content and, ultimately, increase readership and advertisers. With palpable excitement and enthusiasm, the SmithBucklin team matched our association's new corporate identity, helped us define new magazine departments and blew us away with artwork. We are so appreciative of SmithBucklin's leadership and our members are proud to see their reliable magazine born anew." –Co-Executive Editor, Legal Marketing Association



The American Society for Bone and Mineral Research created an infographic to showcase how its Grants in Aid Program is helping to provide funding for research.

Association Wins Award for New Edition of Textbook



The National Association of Orthopaedic Nurses won the 2013 Association TRENDS All Media Contest's silver award for its updated and complete orthopaedic information and referencing textbook, *Core Curriculum Seventh Edition*. The updated edition provides a wealth of orthopaedic clinical knowledge through a variety of expert, author and ... [Read More](#)



The design for the International Live Events Association – formally the International Special Events Society – Eventworld 2012 promotional materials helped the organization celebrate its 25th anniversary.

"New look of @IOUG website rocks!" –Member, Independent Oracle Users Group

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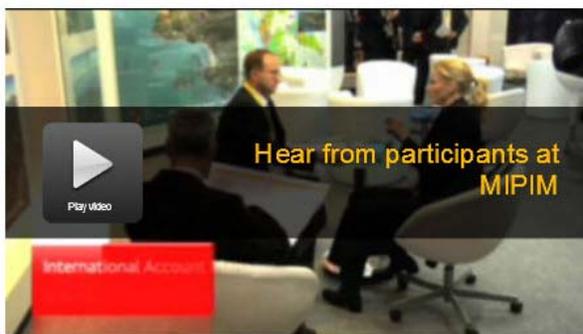
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Setting industry agendas throughout the world

Reed Exhibitions organises over 500 events in 30 countries. In 2015 Reed Exhibitions' events brought together over 7 million participants from the Americas, Europe, the Middle East and Asia Pacific. Our wide range of events includes trade and consumer exhibitions, conferences and meetings.



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Serving 43 industry sectors our events don't just reflect the industry agenda, they help to set it.

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Your route to emerging markets

Through our global networks and local offices, we'll help you do business with the world's fastest growing emerging markets.

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Why a 'Reed' exhibition?

Reed events deliver more: more opportunities to do business, to see and be seen, to listen and learn, and to connect with the people that count.

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Browse our global Events Calendar by industry or region to find a Reed event that's right for you.

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English



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Reed exhibitions work harder

Around the globe, in established and emerging markets, Reed events generate billions of dollars of business every year. They play a vital role in building industry networks and sustaining business communities, as well as facilitating education and professional learning.



At the heart of your industry

Serving 43 industry sectors our events don't just reflect the industry agenda, they help to set it.

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Your route to emerging markets

Through our global networks and local offices,

education and professional learning.

Every event is developed based on extensive customer research, guided and enriched by industry partners, informed by local market expertise, and supported by the world's largest global exhibition network.

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Reed events deliver more: more opportunities to do business, to see and be seen, to listen and learn, and to connect with the people that count.

we'll help you do business with the world's fastest growing emerging markets.

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Testimonials

Don't take our word for it. See what some of our customers are saying about Reed events.

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Browse our global Events Calendar by industry or region to find a Reed event that's right for you.

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CAM CONSTRUCTION ASSOCIATION OF MICHIGAN
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Tradeshow

MICHIGAN CONSTRUCTION & DESIGN TRADESHOW 2017

The Construction Association of Michigan (CAM), Bloomfield Hills, is pleased to announce that the **Michigan Construction & Design Tradeshow** will be returning to MotorCity Casino Hotel in Detroit. This one-day tradeshow will be held on **February 1st, 2017** and will be attended by construction owners, contractors, suppliers, architects and engineers. Show hours are 9:00 am to 4:30 pm.

The Michigan Construction & Design Tradeshow will also play host to the **CAM 131st Annual Meeting, CAM Magazine Special Issue Awards, and Construction Project of the Year Award**, which will be held inside the Sound Board. CAMTEC, the training and education division of CAM, will offer classes during the tradeshow, as well.

Contact [Ron Riegel](#) for tradeshow rates and information (248) 972-1000.

Attendee Information

- [Map & Directions](#)
- Educational Workshops - *Coming Soon*

Exhibitor Information

- [Show Flyer](#)
- [Map & Directions](#)
- [Exhibitor Information](#)
- [Exhibitor Contract](#)
- Exhibitor Sales Training - *Coming Soon*

Floor Plan

- [Floor Plan](#)



LIST OF 2017 EXHIBITORS

Click on the company name to visit their website.

EXHIBITOR	BOOTH
Ace Cutting Equipment & Supply, Inc.	414
Aluminum Supply Co.	105
Broner Glove & Safety	125
Construction Points Plus	117
Construction Specialties	115
Construction Tool Supply	126
Contractors Training Institute	500
Doeren Mayhew	106
Elite Air Products	116
Ferris State University	410
Fieldstone A&E	212
Gardiner C. Vose, Inc.	401
GEO Shack	312
Glassline	427
Ground Penetrating Radar Technologies	503
GPRS	213
Hansen Marketing	121
Henderson Glass	100
Hilti, Inc.	325
Homrich Wrecking	202
HSE Integrated Ltd.	203
Identicom Sign Solutions	319
Iron Workers Local 25	305
Jeffers Crane	225
Marshall Sales, Inc.	105
MDOT	204
Michigan CAT / MacAllister Rentals	512
Michigan Glass Coatings	112
Michigan Statewide Carpenters & Millwrights	214
Operating Engineers Local 324 JATF	303
Power Vac of Michigan / Service Pro	302
PPG	314
Production Modeling Corporation	501
Proficient Training & Consulting	217
Progressive Sweeping & Orbital Transport	108
Red Wing Shoes	404
RetroFoam of Michigan	124
STE, Inc.	424
Safety Services	102
Standard Textile	107
Speedway SuperFleet	118
United Rentals Power & HVAC	313
Urban's Partition & Remodeling	103
V&S Detroit Galvanizing	406
Venture Grafix	110
Versico / Division 7 Roofing Solutions	113
VTC Insurance Group	215
Weiser Recycling	120
William Scottsman	109



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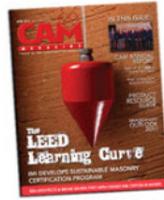
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- Member Services & Programs
- Bid Opportunities
- Insurance Programs
- Credit Union
- Estimating Software
- CAM Career Center
- Equipment Marketplace

Member Services & Programs

CAM offers many exclusive money-saving services and business opportunities for our valued members, some of which are included in your annual dues. Are you taking advantage of these **Member Services and Discount Programs**? Contact the representatives listed below to find out more information on these offers.

  <p>CAM CONSTRUCTION ASSOCIATION OF MICHIGAN 248-972-1000 www.cam-online.com</p> <p>CAM Online Planroom</p> <p>Accurate up-to-date project bidding information on Detroit area and state projects. Access bidding information & blueprints, plans, specs, 24-hours a day, 7 days a week, via your computer.</p> <p>Contact the CAM Marketing Department for more information via email or at 248-972-1000. Visit the website</p>	 <p>CAM Planroom</p> <p>The largest on-site planroom in the state is available to all CAM Members with two locations to serve you in Saginaw and Bloomfield Hills. Contact the planroom via email or at 248-972-1000.</p>	 <p>CAM Buyers Guide</p> <p>CAM Magazine provides a forum on new construction industry. More than 13,000 copies of this comprehensive construction industry directory are distributed. Marketing opportunities are available through a special classified section. Offered online and in print.</p> <p>Contact Mary Carabott via email or at 248-972-1000. Visit the website</p>
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CAM Magazine

CAM Magazine provides a forum on new construction industry technology and practices, construction projects, products and services, industry personnel changes and advancements. CAM Magazine is published 11 times yearly and can also be found online via the CAM website at www.cam-online.com.
Contact Amanda Tackett via email or at 248-972-1000.
www.cammagazineonline.com



www.CAM-ONLINE.com

CAM-Online.com provides news and information on all CAM Related activities and services.
For more information contact marketing@cam-online.com
Visit the [website](http://www.cam-online.com)



CAM Labor Relations Services

A CAM Membership benefit for union contractors employing Carpenters, Cement Masons, Laborers or Operating Engineers in Southeastern Michigan.
Contact Jim Oleksinski via email or at 248-972-1000.
Visit the [website](http://www.cam-online.com)



Education (CAMTEC)

CAMTEC, the educational division of CAM, offers a wide variety of classes, seminars and presentations on all aspects of construction. All sessions are available at the CAMTEC facility in the CAM headquarters located in Bloomfield Hills, or can be taken to the field on jobsites, in equipment garages, office settings, etc.
For more information contact Diane Sawinski via email or at 248-972-1000.
Visit the [website](http://www.cam-online.com)



CAM Tradeshow

The Michigan Construction & Design Tradeshow is a one-day tradeshow held in February, and is attended by construction owners, contractors, suppliers, architects and engineers. The Michigan Construction & Design Tradeshow also plays host to the CAM Annual Meeting, CAM Magazine Special Issue Awards, Green Building Awards, and Construction Project of the Year Awards. CAMTEC, the training and education division of CAM, offers classes during the tradeshow, as well.
Contact Ron Riegel via email or at 248-972-1000.
Visit the [website](http://www.cam-online.com)



CAM Safety Program

Cost-effective assistance program for creating and maintaining a safe work environment for employees.
For more information contact Jason Griffin via email at 248-972-1000.
Visit the [website](http://www.cam-online.com)



CAM Social Events

Exclusive business networking events for CAM Members are held throughout the year at locations throughout Southeast Michigan.

Contact Tracey Alfonsi via email or at 248-972-1000. www.cam-online.com



CAM Workers' Compensation

Group self-funded workers' compensation insurance program designed for & operated by the construction industry.

Contact Jan Prince via email or at 586-790-7810. [Visit the website](#)



CAM Member Insurance

CAM Benefit Program is the CAM sponsored package of group insurance plans offering fully insured Medical, Prescription Drugs, Dental, Vision and Life coverage's at competitive rates.

Call Rob Walters at 248-233-2114. [Contact Us](#) [Visit the website](#)



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For more information contact Krzysztof (Kris) Stempien, Interim Manager via email or at 248-358-4140. [Contact Us](#) [Visit the website](#)



Discount Group Insurance

Discounted Group Auto, Homeowners & Business Insurance (Commercial Lines) for Contractors and their Employees.

Contact Peggy Wessler by email or 248-377-9600 [Visit the website](#)



Discount Fueling Program



Discount Shipping Program



VisiCom Services, Inc.

Discount Computer

<p>Speedway LLC SuperFleet fueling program can save your company 5 cents per gallon on fuel, and 15% off at Valvoline Instant Oil Change locations.</p> <p>For more information contact Tom Farnham via email or at 989-615-2736. Visit the website</p>	<p>Make the most of your CAM membership and save up to 36% on UPS® shipping services. Put the power of logistics to work for you. To enroll and start saving today, visit savewithups.com/cam</p> <p>Call 800-Members for more information.</p>	<p>Network Management</p> <p>In an agreement with Visicom Services, Inc., save up to 17% per hour on computer consulting & support.</p> <p>Call Pat Casey via email or at 248-299-0300. Visit the website</p>
 <p>Discount Car & Truck Buying / Leasing Service</p> <p>New car & truck purchasing & lease program helps Members and their employees get the lowest possible price.</p> <p>For more information contact Michael Kahael via email or at 586-757-7100. Visit the website</p>	 <p>Financial Planning</p> <p>CAM members receive complimentary consultations and 50% off on a Comprehensive Wealth Management Plan for business and family members.</p> <p>Contact William Jeffrey via email or at 248-723-6400. Visit the website</p>	 <p>Preferred Fleet Program</p> <p>Discount fleet purchasing or leasing on all makes & models of cars, trucks, cargo vans & construction trailers.</p> <p>Contact Ardene Reilly via email or at 866-834-9166. Visit the website</p>
 <p>Staples Advantage Office Supply Program</p> <p>Access to discounts on a wide range of office products including print, promotional facilities, furniture and technology products and services.</p> <p>Call Lynne Mullins 800-693-9900 ext. 24717 email or Visit the website</p>		 <p>GPS Theft Prevention</p> <p>High tech GPS tracking systems to protect valuable equipment, vehicles and other property against theft and loss. Free mobile app and secure web-based tracking platform. Receive motion and Geofence crossing alerts by SMS and email. Works internationally.</p> <p>Call Gabriel Gunsberg (888) 948-3676, Ext. 1 email or Visit the website</p>

About Omnience

At a key event, every seat filled with a prospect, a member, or other VIP could represent thousands of dollars in value. We focus exclusively on planning events, managing events, and measuring event outcomes.



Fast facts about Omnience:

- Entered the meetings-and-events business more than 30 years ago—and have focused on that segment ever since.
- Committed to perfecting the entire attendee experience, fostering satisfaction before, during and after the event.
- Pioneered technology for maximizing—and measuring—the value of events.
- Processed more than 207,000 registrations last year for over 10,000 events.
- Staffed for events of any size. (We've managed conferences with up to 700 sessions, attended by 12,000 customers and prospects.)



Media Contact:

Jay Tillinghast
jtillinghast@msabam.com

Introducing Omnience



OMNIENCE™ is a service mark of Meeting Consultants, Inc. d/b/a OMNIENCE, for its services of: Advertising, marketing, and promotion services; corporate event management services; conducting, arranging, and organizing special business events, meetings, tradeshows, conventions, and product launches for commercial, promotional or advertising purposes; event planning and management for marketing, branding, promoting or advertising the goods and services of others; marketing and consultation services in the field of commercial and promotional special events; logistics management in the field of event management; registration and scheduling, namely, providing on-line and on-site registration and scheduling services for special business events, meetings, tradeshows, conventions, and product launches; providing demand creation and lead generation activities and services; customer relationship management services.

Providing a website featuring non-downloadable software for use in demand creation and lead generation; providing a website featuring non-downloadable software for conducting, arranging, and organizing events, meetings, conventions, and tradeshows for commercial, promotional, or advertising purposes; providing a website featuring non-downloadable software enabling users to support sales and promotion activities, tracking and fulfillment activities, including tracking participant information, registration, attendance, scheduling, leads, sales and participant prospects, and resulting sales, and event and meeting planning logistics.

Media

Press Release: OMNIENCE™ and STARK RFID ANNOUNCE STRATEGIC PARTNERSHIP

Press image: Stark RFID logo

Omnience in the News

- Guest Stars | How Green is Your Next Meeting?
- IBM, Omnience Team to Deliver Event Connect App
- Three Steps to Smarter Meetings

Blog

- Plan it before you do it
- Marketers: Connect the dots between content and events
- Does one of your biggest budget items need a makeover?

START PLANNING TODAY

We'd love to help you fill the chairs, manage logistics, engage attendees, analyze results, and maximize the value of every event.

Name

Email

Questions? Let us know.