Mission:  BEMA connects, educates, and provide resources for its members and the industry they serve.
Vision:  BEMA creates an overwhelming competitive advantage for our members.
Committee Goals
1. Utilize the standing committee as an internal feedback group to identify industry needs and to provide direction for developing partnerships.
2. Publish and promote the industry tradeshow resource document.
3. Evaluate/research other relevant associations regarding events (new and virtual) and membership strategies.
4. Expand the research and subsequently the resource document to include the virtual elements being executed at industry events and tradeshows.
5. Provide a recommendation to the IBIE committee regarding the virtual component of the tradeshow.

Industry Resources

http://www.ufi.org/coronavirus (Global Association of the Exhibition Industry)

COVID-19 Recovery Outlook (Newsletter by MDG, Tradeshow Marketing Firm)
https://engage.mdg.agency/email/view/5eea396f424fa3398326905

Standing Committee Members
Wendi Ebbing
Matt Stanford
Doug Peckenpaugh
Ray Anater
Teresa Ruder
Steve Berne
Eric Cruse

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