



eTEA Update - April 22, 2009

Your Staff: Ann Gallagher, Carole Mumford, Brian Szaks, Gene Jeffers

Upcoming TEA Activities

April 23, 7:00 pm, Western Div. Las Vegas Mixer, Kennedy's Pub@The District, Green Valley

April 26, 20.00hrs, Europe & Middle East Div. Mixer at DEAL, Dubai, see p. 4

May 1, TBD, TEA Eastern Mixer at AAM, Philadelphia, PA

May 14, TBD, Europe & Middle East Div. Mixer at Museum & Heritage Show, London

May 18, TBD, TEA Western - Griffith Park Observatory, Los Angeles, CA

June 18-19 TEA Europe and Middle East Members Meeting! RSVP NOW

Vienna, Austria, see p. 2 for details

Sept. 24-25, SATE 2009, Orlando FL - Save the Dates!

Nov. 18, The Attraction Services Company Presents the TEA Party at IAAPA

Las Vegas, NV

Member Action Items/Alerts

Directory Corrections and Addendum - Timeframe for Response: NOW

TEA is creating an addendum to the 2009 TEA Annual and Directory to provide the latest contact information, correct any errors in the printed directory, and list new members since publication. Please take a moment to check your online TEA directory listing today and provide any corrections to your listing **no later than April 30** to Brian Szaks Brian@TEAConnect.org. Also, if there are corrections to be made to the printed 2009 Annual and Directory, please forward those as well.

TEA Request for Member Resumes - Timeframe Response: NOW

As a first step in developing our new, in-depth online members directory, TEA is asking its members to forward the resumes of their key principals and/or creative leads. Each member company should collect their resumes and forward them as a batch to Gene@TEAConnect.org. Please note that the total number of resumes per member company is limited by their membership category (so if you are a 1-5 employee member, you may submit up to 5 total resumes). Resumes should be sent in pdf format, file size no larger than 300k, using the following filename format: lastname followed by first-name initial. Example: Joseph Smith would be filename SmithJ.pdf. These resumes will be available through the new TEA database, expected to launch in November 2009.



Now Online:

TEA/ERA 2008 Attraction Attendance Report

This critical information resource about the attractions industry, provided by Economics Research Associates, an AECOM Company (ERA) and published by the Themed Entertainment Association is a vital reference and research tool. Now online at www.TEAConnect.org, then click on the Publications & Merchandise link at top of page.

News - Event Photos - Event Reviews - Announcements - Membership Information - Releases

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TEA EUROPE & MIDDLE EAST DIVISION



MEMBERS MEETING

June 18th – 19th 2009
The Prater - Vienna



Following on from the highly successful meetings in the UK and Paris, we are starting to plan a members meeting for this June in Vienna. Originally planned for Barcelona, we feel that central Europe may be easier for the majority of our members to attend.

At this advance stage, we would like to have registrations of interest in attending the event, and any suggestions. We are also happy to have interest in co-sponsoring the Event with 5D International Marketing & Sales GmbH of Vienna, who are kindly pulling together the event with us.

Numbers may be limited so letting us know you are interested **now** will give priority when the full invitations go out!! The event is open to all TEA members.

RSVP to euroevents@teaconnect.org or contact Kevin.murphy@eventcomm.com if interested in speaking or sponsoring the event

Outline agenda –

- 18th June** Arrival late morning for lunch
PM Session **Crisis – what crisis?** A debate on the current change in economic and effect on our industry and business with keynote speakers and member participation.
- Evening Backstage tours of “Vienna Airlines“ (Flyboard 5D) and “Miraculum“ (5D Theatre). May continue on 19th.
- Evening Buffet and finger buffet followed by some music and dancing!
- 19th June** Arrival after breakfast
AM Session TEA – Members update
Continued discussion and updates on the TEA, our activities and other issues that affect our members.
- AM Session 5D Explore and the Miraculum – A project profile
PM Optional for those staying in Vienna –
- The State Opera plays “Aida“ on the 19th. Tickets cannot be reserved, and must be bought. Those who are interested are advised to book early because normally opera-tickets go quickly - http://www.viennaticketoffice.com/detail_en.php?ID=55&VO=273886#terminal
 - For those who do not want to go to the opera, we can organize an evening at a “Heuriger“. A “Heuriger“ is a small restaurant, where the locals like to go and where good wines and a very traditional cold buffet is served. People like to sit outside, especially on a warm summer evening. We would certainly not take you to the well known tourist places, but to an authentic place of good quality.

Kevin Murphy

Spring Optimism, Attendance Numbers and a June Meeting in Vienna

from Steve Thorburn, TEA President

Once again, TEA has teamed with Economics Research Associates to produce and distribute the annual Attraction Attendance Report, a worldwide snapshot of industry performance. The numbers show that for the most part attendance in 2008 tended to be flat or slightly down, with domestic parks holding their own and destination parks taking a hit as people cut back on travel.

There is good growth in Asia but Europe is bracing for what might be a tough year in 2009. Edward Shaw of ERA cautiously forecasts that a recovery might start to manifest itself around the end of this year, but on the other hand it might hang fire until 2010. As we head into the new spring season, I've heard and seen signs to justify this kind of cautious optimism elsewhere in our industry.

ERA is a leader in its field and works quite diligently to produce and verify the numbers in the Attraction Attendance Report to the best of its ability. Kudos to them for a great job that provides a substantial reference resource to our industry, and reinforces TEA's own leadership position and visibility, helping the organization stay strong and relevant for its members. Not only does this report get picked up all over the blogosphere of parks enthusiasts, it also provides quality material for mainstream news outlets, business publications and travel magazines. And our own industry publications have been extremely supportive as well in bringing the news to industry readers. That's what I call synergy!

TEA and ERA strive to make the Attraction Attendance Report to be as accurate as possible. Each year's edition sparks discussion and sometimes dissent about the numbers. We make a point of getting the report into the hands of operators and we listen closely to the feedback that comes in.

If you haven't seen the report yet, you can view and download a copy from the TEA website.

If you can get to the TEA European Members' Meeting June 18-19 in Vienna, I strongly recommend it. Special thanks to 5D International for hosting site visits for members to tour their innovative attractions at the Prater. This promises to be a very special and worthwhile gathering. You will find further details on the event in this issue of the eTEA Update.

As always, TEA is looking for your participation – this association owes much of its activity and energy to the hard work of dedicated volunteers. Get involved – join a Committee, sponsor an event, host a meeting. In the process, you'll get to know your fellow members and your industry better, and that's good for business. If you're not sure where to start, contact your TEA division president, call the TEA office or send me an email at slt@ta-inc.com.

Cheers,

Steve Thorburn





For all members and their guests going to the DEAL show in Dubai, or if you just happen to be in the region, the European and Middle East Division will be holding a mixer on **Sunday 26th April** at **20.00hrs**, in Oscar's wine bar at the Crowne Plaza.

Located on the fourth floor next to Asian restaurant Sakura, Oscar's is modelled on a French wine-tasting cellar – all dimmed lights, wooden barrels and chalkboards etched with hearty food and wine menus. The Crowne Plaza is on Sheik Zayed Road, just down from the convention centre.



www.crowneplaza.com/dubai

The mixer is kindly being sponsored by **Mivan-Depa**, **Paragon** and **Trade Shows International**, with some initial drinks and snacks, followed by a pay bar.

TSI are arranging the DEAL seminar sessions, that include TEA members. Details of the seminars can be found on - www.themeparksdubai.com

Please **RSVP** if planning to attend to - euroevents@teaconnect.org so we can plan for the numbers attending. The mixer is open to members with invited guests only and potential members.

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TEA Members in the News

Interior Design International brings life to Tulalip Resort Casino

To explore the vision of their client, **Interior Design International** studied the plants, animals and environment of the area traditionally important to the Tribe. They researched modern and traditional artwork in the South Coast Salish style, and worked closely with a Tribal art committee to gain a deeper understanding of the meaning behind the shapes, forms and symbolism in Tulalip art. Traditional colors in varying shades and hues are layered throughout the project. Floor plans, ceiling designs and details took on the curvilinear lines typical of tribal carvings and paintings. More info: **Randy La Follette**
randy@idiinc.com



TEA Eastern Division's Doing Business in China - Pics online

On Wednesday, April 15th the Eastern Division held an educational panel on "Doing Business in China". Held at Birket Engineering, the event featured an in-depth look at the risks and opportunities of doing business in China. Panelists included Jim Pope from Morris Architects, Li Yuan from X-nth, Eric Lehman from Electrosonic and Glenn Birket from Birket Engineering. For pictures from the event, visit <http://picasaweb.google.com/themed.entertainment.assoc>

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TEA Members in the News

Sarner brings Shakespeare to Life

UK creative design and AV installation firm Sarner has just completed "Life, Love and LEGacy: A New Introduction to William Shakespeare," at the author's birthplace viitor centre. Set within the grounds of the house where Shakespeare was born, the Centre has been totally transformed by Sarner's inhouse cretive and engineering firms. Previously a static exhibition, "Sarner has brought



the Bard to life with sets, scenery, lighting and audio visual presentations in a walk through attraction that shows Shakespeare's journey from Tudor Stratford to London, and how his life's work has influenced the world of literature and theatre," says Richard Kemp, Shakespeare Birthplace Trust Project Manager. The exhibition, designed by Sarner's Creative Director, Michael Bennett, features powerful show productions, created for each of five zones. Visitors move through the exhibition in controlled groups in synch with AV presentations and lighting effects. Sarner's Head of Engineering, Chris Hawes, comments: "We were required to create an immersive acoustic experience together with visuals, projection and other effects. The show works in batches and needs to be perfectly orchestrated - from the controlled flow of people through the exhibition and timed stays in each zone to the AV presentations and automatic doors." More info: Charlotte Myer cmyer@sarner.com



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TEA Members in the News

Wildfire, a leading provider of UV (aka ultraviolet or “black light”) effects, fixtures and products, has engaged with **Trendco GmbH** as its newest and exclusive dealer for Austria, Germany & Switzerland. “We are very proud of the international growth our business is experiencing,” says Wildfire president **John Berardi**. “Trendco will do an excellent job of bringing the Wildfire magic to customers in Austria, Germany and Switzerland. The people at Trendco recognize the importance of good customer service and integration. They operate on the understanding that technology is only as good as the human beings who design, select and apply it - or as they put it, “Technik kann nur so gut sein, wie die Menschen, die sie auswählen, einsetzen und bedienen.” “We are very excited to add the Wildfire brand to our lineup,” says **Martin Wickel**, who will represent Wildfire for Trendco’s sales department. “We look forward to servicing the UV market for our territory.” More info: **Jonathan Weisgal**, VP Sales & Marketing, Wildfire, +1 310 755-6780 ext. 104

TEA Membership Committee Call For Speakers and Presenters

The Membership Committee is seeking TEA members willing to travel locally to schools in their area to speak to students about their work, careers, companies and TEA membership. Target schools are Universities and Colleges.

For further information, please contact Brian Szaks, Manager of Member Relations
 Brian@TEAConnect.org 818-450-1816



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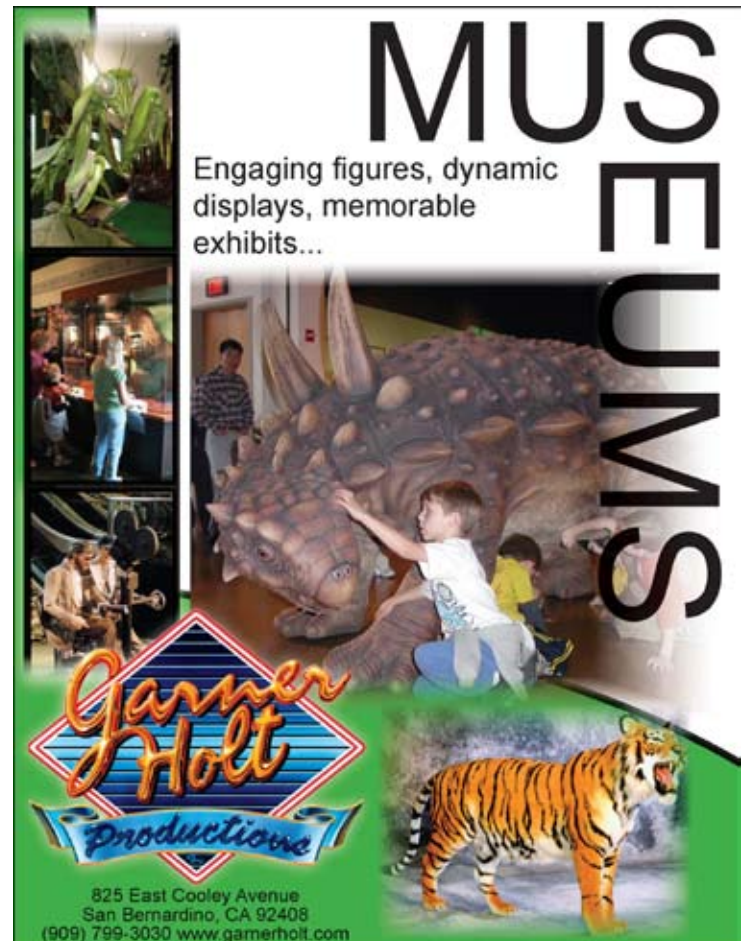
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RFPs/Opportunities

We apologize if some of the deadlines are very short. We understand the problem, but feel that it is important to list projects even when they have relatively short deadlines, leaving the decision to respond or not up to you.

BC Kelowna - signage designer. **Deadline is Apr. 28.** email Brian@TEAConnect.org and ask for BC Kelowna signage.

Texas North Richland Hills - digital sign panels. **Deadline for questions is Apr. 24. Deadline is Apr. 30.** email Brian@TEAConnect.org and ask for Texas North Richfield digital signs.

Arizona Yuma - interpretive exhibits. design, fabrication, installation. **Deadline is Apr. 30.** email Brian@TEAConnect.org and ask for Arizona Yuma interpretive.

Austria Innsbruck - videofilm production. Doc is in German. **Deadline is May 5.** email Brian@TEAConnect.org and ask for Austria Innsbruck videofilm.

Germany Bunde - museum services. Doc is in German. **Deadline is May 5.** email Brian@TEAConnect.org and ask for Germany Bunde museum.

UK Saintfield - interpretive architecture and design. appointment of an interpretive designer for The Giant's Causeway and Causeway Coast World Heritage Site Visitors Centre. **Deadline is May 7.** email Brian@TEAConnect.org and ask for UK Saintfield interpretive.

Illinois Scott AFB - design, create and install 24 wall displays for auditorium and 26 wall displays for hallways. **Deadline is May 12.** email Brian@TEAConnect.org and ask for Illinois Scott AFB 1, 2 and 3.

Michigan Ann Arbor - AE services for wayfinding design. **Deadline is May 15.** email Brian@TEAConnect.org and ask for Michigan Ann Arbor wayfinding.

RFPs continued on next page



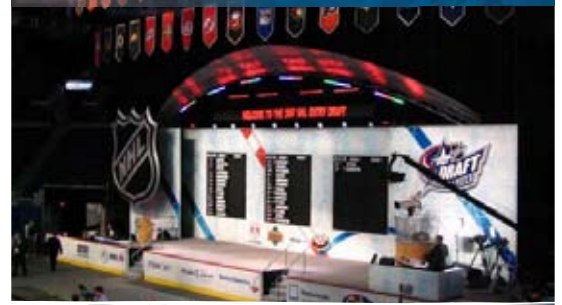
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RFPs Continued

France Agen - film video production, Doc is in French. **Deadline is May 18.** email Brian@TEA-Connect.org and ask for France Agen video.

France Deauville - museum multimedia installation. Doc is in French. **Deadline is May 18.** email Brian@TEAConnect.org and ask for France Deauville multimedia.

UK Scotland - audio guide development, two castles and more. **Deadline is May 19.** email Brian@TEAConnect.org and ask for UK Scotland audio guide.

California Santa Clarita - sound, stage, truss for concerts in the park. **Deadline is May 19.** email Brian@TEAConnect.org and ask for California Santa Cruz sound.

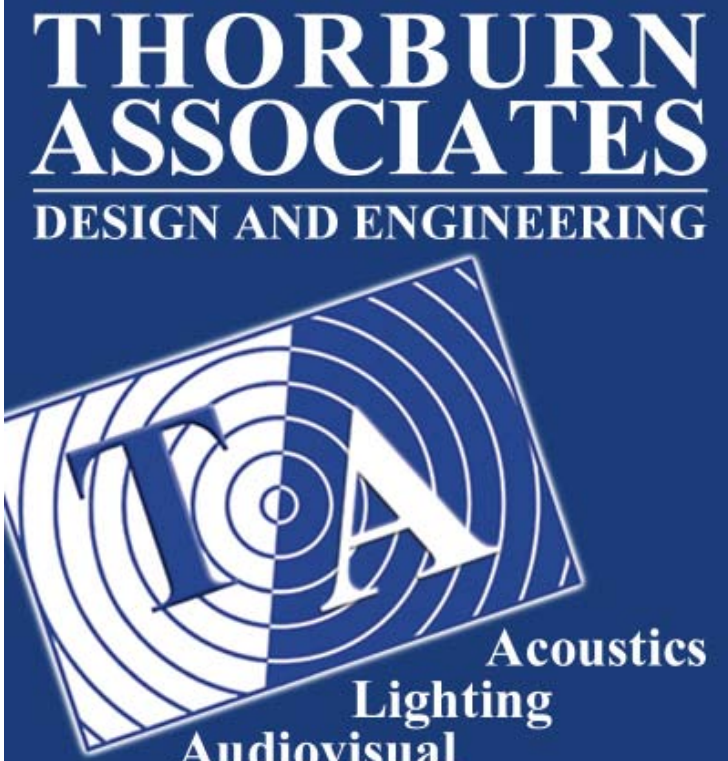
Georgia Savannah - redesign and relocation of two museum exhibits. **Deadline is May 26.** email Brian@TEAConnect.org and ask for Georgia Savannah museum exhibit 1 and 2.

Spain Bilbao - museum services, guide, dynamization and creative services for cultural offerings. Doc is in Spanish. **Deadline is May 28.** email Brian@TEAConnect.org and ask for Spain Bilbao museum services.

Sweden Uppsala - AV installation. Doc is in Swedish. **Deadline is June 1.** email Brian@TEA-Connect.org and ask for Sweden Uppsala AV.

Printed Directory Correction - Mivan Inc. and Mivan Ltd.

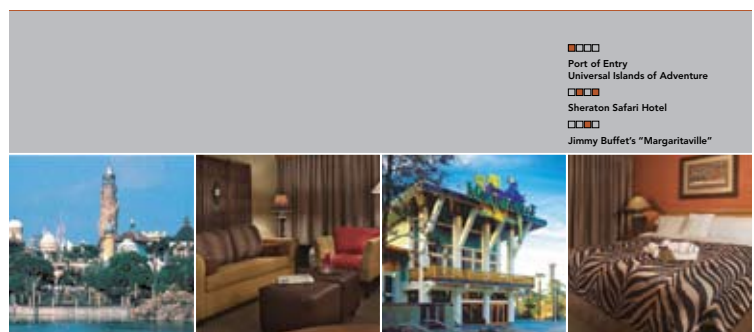
Please note that in the 2009 TEA Annual and Directory, p. 68, Mivan Ltd., contact Stephen Mills, should have been listed as a separate entry from Mivan, Inc., rather than as a branch office; and that MMG should have been listed as an individual firm and is not affiliated in any way with Mivan, Inc. or Mivan Ltd. Our apologies for the misprints. This information will be included in the forthcoming corrections and addendum to the 2009 Annual and Directory.



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Questions or need more info: Ann Gallagher, +1 818 843-8497 or email Ann@TEAConnect.org



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