

# **American Lifestyles Expo Report 2008**

## **Executive Summary**

The purpose of this report is to provide an overview of the 2008 American Lifestyles Exposition. This document presents the details of the event, background information on the planning committee and a brief summary on what will be expected in 2009.

## **Mission Statement**

The mission of the *American Lifestyles Expo* is to provide American and international companies with the opportunity to showcase and sell their products and services in the world's most cosmopolitan and sophisticated cities. Companies will increase their revenue and profitability while consumers will have a rare occasion to experience this unique international trade show.

## **Introduction**

From November 18-24 the *American Lifestyles Expo* launched its inaugural show in Hangzhou (West Lake) at the International World Trade Center. Situated in the Zhejiang province of Eastern China, West Lake is the Chinese equivalent of sophisticated cities such as Paris or Venice.

## **The 2008 Inaugural Event**

In 2008 opportunities for companies were plenty through advertising, exhibition space, sponsorships and seminars. All of these elements contributed to the success of the event. Highlights include a spectacular opening ceremony, extraordinary exhibitors and decorated booths, brilliant keynote speakers, educational business seminars and networking opportunities.

Themed *Elegance, Beauty and Health*, exhibitors at the 2008 *American Lifestyles Expo* included a multitude of affluent retailers and leaders in the industries of hospitality, real estate and law. Companies that participated include Apple Computers, Mary Kay Cosmetics, General Motors, Marriott Hotels, Ford, Northwest Airlines, IBM, Royal Caribbean, Ben and Jack's Steak House, IQ Air, the state of Nebraska, Shangri-La Hotels, Subway, T. Dalton, Wailian Group, Wyeth, the Zhejiang Business Association and the firm of Diaz, Rues and Tarp.

### **ALE Education 2008 Participants Include:**

University Preparatory Academy,

University of Wisconsin, Stevens Point

The State University of New York, Potsdam

Savannah College of Art & Design

San Francisco State University

Iowa State University

University of Missouri, Columbia

Kansas State University

Taylor's College

New York Film Academy

Southern New Hampshire University

University of Oregon

University of Exeter

University of Manchester (Foundation)

Bellerbys College

University College of London

Cambridge School of Visual & Performing Arts

University of Central Lancashire

Athlone Institute of Technology

Illinois Institute of Technology

Missouri University of Science and Technology

Miami University, Oxford

New Friend Foreign Language School

EASB Institute of Management

HSBC Bank (China) Company Limited

Bank of China Montverde Academy and more

Endorsed by the United States Embassy, *American Lifestyles Expo* fulfilled its original purpose by providing a rare opportunity for the Chinese community that brought these world-class companies to Zhejiang.. The expo was an occasion for exhibitors to increase brand awareness in an expanding Chinese market while providing Chinese consumers an opportunity to acquire state of the art products and services.

Press coverage included CNBC, The Dallas Morning News, Buzzine Magazine, USA Today, Forbes Yahoo Finance, NBC6, AOL, Reuters, Los Angeles Times and Globe Investor.

## **Our Team**

*The American Lifestyles Expo* planning committee is comprised of professionals from diverse industry backgrounds that blend together to create an outstanding team. Expert negotiators who are considered leaders in the business world are on board to best serve all that are participating in the American Lifestyles Expo. Event-coordination is a skill set that is essential, and this affair was influenced daily by top-notch professionals in that area.

Image and presentation are highly valued by the planning committee and these concepts were reflected in all aspects of the 2008 *American Lifestyles Expo*. Close affiliation with major US companies, market research and immense access to resources were also of great value in 2008. In addition, extensive international tradeshow experience provides a unique set of qualifications needed to organize this grand scale event.

Through the combined efforts of the executive committee, all elements of the expo were executed with exquisite taste and good judgment. The daily collaboration of these qualified and unique professionals made the 2008 *American Lifestyles Expo* possible and will once again come into play in 2009.

## **Looking Forward**

Although the inevitable political, economic and cultural transformations may have you question the future of the business world, there is hope and more importantly there is opportunity. The economy of the world will always be an ever-changing cycle. Business professionals on the executive level will continue to anticipate and take advantage of upcoming opportunities.

After experiencing a great deal of success in 2008, the *American Lifestyles Executive Committee* is currently planning for the next show. In the spirit of continuing to deliver the best products and services to a global market, 2009 will be themed: *International Technology for Life*.

As the global market becomes more attractive and a viable avenue to foster financial triumph, we are seeking to collaborate with companies who are leaders in their industries, value substantial return on investment and whose presence will play a vital role in shaping the image of this international event. Companies who work with the *American Lifestyles Expo* will have the opportunity to increase their revenue and enhance their brand's image overseas.

In any economic climate, technology will never go out of style and will always be in high demand. While the economy continues on an uncertain path, your business does not need to follow down this road. Promoting trade can be a solution to the economic struggles we currently face. The *American Lifestyles Expo* is a window of opportunity to develop and expand your business.

Discover how you can get involved today.