

SCHNEIDER Publishing

Steven Hacker Named Schneider Publishing's Director of Industry Relations

LOS ANGELES — Steven Hacker, CAE, CEM, FASAE, formerly the longtime president of the International Association of Exhibitions and Events (IAEE), has been named Director of Industry Relations for Schneider Publishing. Since his retirement from IAEE in October 2012, Hacker has served as “The Association Doctor” columnist for Schneider Publishing’s *Association News* magazine. Hacker has also directed the educational programming for Schneider Publishing’s Meetings Quest trade-show series and provided expert meetings and trade-show management content for the company’s *SportsTravel* magazine and TEAMS Conference & Expo.

In his expanded role with Schneider Publishing, Hacker will represent the company in its key industry relationships and contribute to the company’s business development efforts. Hacker will work to enhance Schneider Publishing’s partnerships with both meetings industry organizations and the leading destination marketing organizations domestically and internationally.



Steven Hacker, CAE

“I’m truly excited to be expanding my role with Schneider Publishing,” said Hacker.

“Having worked closely with Tim Schneider and his staff, I can say that of all the companies serving the meetings industry, Schneider Publishing leads the field in providing innovative services and content that will allow the industry to continue to grow.”

“We are thrilled that Steven will be bringing his more than four decades of experience in the meetings industry to bear in new and exciting ways for all of the brands of Schneider Publishing,” said Schneider Publishing President and CEO Timothy Schneider. “Having someone with his expertise helping us continue to grow *Association News*, Meetings Quest, *SportsTravel*, TEAMS and brands we’ve yet to create will add considerable value for all of our clients and constituents.”

Hacker, who began his association management career in 1970, earned the Certified Association Executive designation in 1976 and was named a Fellow of the American Society of Association Executives in 1988. Hacker’s industry honors include being named “One of the 25 Most Influential People in the Meetings and Conventions Industry” for 12 consecutive years and induction into the prestigious Convention Industry Council’s Hall of Leaders.

As President of IAEE, formerly the International Association for Exhibition Management (IAEM), Hacker built membership from less than 2,600 to more than 9,000. Seventeen international, national and regional associations in the exhibition industry have aligned themselves as working partners of IAEE and IAEE’s CEM professional designation program now operates globally through a network of licensees.

In his role as Schneider Publishing’s Director of Industry Relations, Hacker will also be available as a guest speaker and expert presenter at industry events and as a consultant to Schneider Publishing’s clients and partner organizations. For more information, call Schneider Publishing toll-free at 877-577-3700 or visit SchneiderPublishing.com.

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Schneider Publishing Company publishes *Association News*, America’s most-read magazine for association executives, and *SportsTravel*, the sports world’s event magazine. Schneider Publishing also organizes the **TEAMS Conference & Expo**, the world’s largest gathering of sports-event organizers, and **Meetings Quest**, the nation’s longest-running series of trade shows for corporate and association meeting planners. TEAMS ’14 will be held November 10-13 in Las Vegas. The next Meetings Quest will be held September 9-10 in Cabarrus County, North Carolina. The group travel markets served by Schneider Publishing generate 106 million hotel room nights annually.

For more information, call Schneider Publishing toll-free at 877-577-3700 (310-577-3700 if calling from outside the United States) or visit SchneiderPublishing.com. **For further press information, call Timothy Schneider at (310) 577-3700 or Steven Hacker at (214) 597-9791.**

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