



DALLAS – Hanley Wood Exhibitions has named industry veteran Alan Peterson as Vice President, focusing on sales and exhibition management. Hanley Wood Exhibitions produces 14 tradeshows, five of which are on the 2010 Trade Show News Network Top 250 Trade Shows list. In his new role, Peterson will oversee sales initiatives for the Hanley Wood Exhibitions portfolio of tradeshows, including World of Concrete, Surfaces and the American Institute of Architects [AIA] National Convention and Design Exposition.

“Alan Peterson is smart, intuitive and experienced,” said Rick McConnell, President of Hanley Wood Exhibitions. “He will be a great asset to the company as we continue moving forward as the leading exhibitions company in the building industry.”

In addition to his sales role, Peterson will also have overall Hanley Wood Exhibitions management responsibilities for the AIA National Convention and Design Exposition, which Hanley Wood produces for AIA.

Peterson has more than 20 years experience in the trade show industry. Most recently Peterson was President of Penton’s tradeshaw properties including the Natural Products Expo West, Waste Expo and IWCE, based in Boulder, Colorado.

Peterson concluded his decade-long tenure at Miller Freeman as the Group Director of the Building Group, with overall profit and loss responsibilities for the Kitchen & Bath Industry Show (KBIS), the Wood Technology Clinic & Show, Multi-Housing World Conference & Expo and the Sunbelt Builders Show, as well as KBB and Multi-Housing News magazines.

“I am excited to join such an innovative and growing company,” said Peterson. “I look forward to driving new business, building integrated offerings and creating sales training opportunities, while improving productivity and delivering top line revenue objectives.”

Peterson is a long-time active member of the Society of Independent Show Organizers [SISO] and frequently speaks at industry events and seminars.

[Hanley Wood](#) is comprised of four platforms: Business Media, which publishes more than 30

magazines, featuring Builder, Remodeling and Architect magazine, along with related Web sites, e-newsletters, and conferences; Exhibitions, which produces marquee events such as World of Concrete, bringing residential and commercial construction professionals face-to-face with manufacturers, suppliers, distributors, and service providers, and also manages events in other industries; Market Intelligence, which collects and aggregates proprietary data sets that capture hundreds of pieces of profile and material information about housing developments in more than 75 housing markets; and Marketing, which plans, creates, and executes strategic and integrated marketing solutions for its clients.