

NEW YORK CHAPTER OF INTERNATIONAL ASSOCIATION OF EXHIBITIONS AND EVENTS ANNOUNCES  
BRUNO GIACCIO AS 2024 RECIPIENT OF THE KING'S GLOVE AWARD

*MetroMultimedia CEO Bruno Giaccio Manages One of the Leading  
Audio-Visual Production Firms in the United States*

(June 13, 2024) NEW YORK – The New York Area Chapter of the Association of Exhibitions and Events ([NYIAEE](#)) today announced Bruno Giaccio as the 2024 recipient of the King's Glove Award for his outstanding leadership of one of the top audio-visual production firms in the United States and his significant contributions to improving event operations nationwide. As CEO of [MetroMultimedia](#), Mr. Giaccio has advanced the quality of in-person and hybrid events by implementing cutting-edge technology and equipment to create enhanced experiences for event planners, exhibitors and attendees. At the height of the COVID-19 pandemic, Mr. Giaccio worked closely with event organizers and venue managers to create a state-of-the-art broadcasting studio, allowing participants to share content and exchange ideas during one of the most challenging periods in our history. A strong believer in the power of mentoring, Mr. Giaccio also has helped to fund scholarships to facilitate college education for New York City students, as well as careers in the event industry, reinforcing the positive impact of the industry's community partnerships.

As a result of his dedication and commitment to our industry and communities, NYIAEE is honoring Mr. Giaccio with one of the industry's most prestigious awards, which recognizes remarkable achievements and contributions toward the betterment of the exposition industry. **The King's Glove Award will be presented to Mr. Giaccio at a luncheon ceremony at the Javits Center in New York City on November 7, 2024.**

"Bruno represents the best of the best in our industry, combining technical expertise with boundless enthusiasm, and his passion for mentoring the next generation of leaders serves as a model for all of us," **said NYIAEE Chair and director of event management at The Toy Association, Jacqueline Retzer.** "On behalf of all of our chapter members, I would like to congratulate Bruno on this outstanding achievement and commend him for his relentless drive to innovate and inspire."

"From show floor carpenter to Chief Executive Officer, Bruno has risen through the ranks to become one of our industry's most important visionaries, and his commitment to his craft has enabled us to create a better client experience than ever before," **said Thomas Malek, NYIAEE past-Chair and EVP of Client Experience at T3 Expo.** "As a longstanding friend and industry partner for over two decades, I have witnessed firsthand Bruno's remarkable achievements and unwavering dedication to excellence, and I am proud to celebrate him as this year's recipient of the King's Glove Award."

"We are delighted to host this award which acknowledges the contribution of leaders who transform our industry. Bruno's amazing career, which already spans more than three decades, has done just that," **said Alan Steel, CEO of the Javits Center and a former King's Glove Award winner.** "From building a broadcast studio at the height of the pandemic, to bringing the latest technology to our events, his focus on the customer has changed perceptions and elevated the work of our clients, business partners, and employees."

Thanks to Bruno, and no doubt thanks to the training he received from his father and mentor, Bruno Sr., our industry is in a stronger position to meet the needs of a rapidly evolving clientele.”

“Following in my late father’s footsteps, I have dedicated my entire career to this amazing industry, and I am deeply humbled and honored to accept such a prestigious award from my colleagues and business partners in the New York chapter,” **said MetroMultimedia CEO Bruno Giaccio.** “Our industry brings people together to share ideas that can move our world forward, and I am proud to play a small role in that important process. Our collective work spurs economic activity and job creation nationwide, and the memorable experiences we create lead to new innovations that improve our economy and society. Since working as a carpenter more than 30 years ago, I have been passionate about our work, and none of my success would be possible without the support of my family members, friends, clients and the entire MetroMultimedia team.”

As a young professional, Mr. Giaccio was mentored by his late father, Bruno, Sr., who emigrated to The Bronx when he was 17 years old from Italy and served as a long-time industry leader, first as a union decorator, then as vice president of sales for one of the country’s largest general services contractors. Today at MetroMultimedia, based in Paramus, New Jersey, Giaccio leads more than 250 technical professionals as they produce hundreds of events nationwide. Giaccio and his team customize state-of-the-art audio-visual operations for a variety of events, large and small, exemplifying the value of our face-to-face business. With a vast inventory of advanced equipment in major cities nationwide, MetroMultimedia plays a prominent role in producing some of the nation’s largest, most complex live events and has supported a variety of industry-focused efforts, including NYC Tourism and Conventions’ 2024 Annual Meeting in New York City. With a new partnership with Sirk Productions, MetroMultimedia also designs and develops creative content for clients, allowing event organizers to maximize their branding potential across multiple platforms. To support young professionals in the event industry, MetroMultimedia helps to fund an NYIAEE scholarship for Certification in Exhibition Management (CEM), as well as the annual Javits Juniors Scholarship Program, which distributes college scholarships to New York City high school seniors.

Tickets for the King’s Glove Award ceremony celebrating Mr. Giaccio will be available for purchase over the next few weeks on [www.nyiaee.com](http://www.nyiaee.com).

## **The International Association of Exhibitions and Events & the NYIAEE King's Glove Award**

Organized in 1928 as the National Association of Exposition Managers to represent the interests of trade show and exposition managers, the International Association of Exhibitions and Events™ is today the leading association for the global exhibition industry. Today IAEE represents over 9,000 individuals in over 50 countries who conduct and support exhibitions around the world. Over 50 percent of IAEE's members are directly involved in the planning, management, and production of exhibitions and buyer-seller events. The remainder of our membership consists of those who provide products and services to the industry. IAEE values and promotes diversity of membership, in terms of company size, products, and geographical area. Each active member organization is given one vote, regardless of size. Benefits of IAEE Membership include professional development, industry news and publications, industry and professional resources, service partner discounts, advocacy before government and media, leadership development and local chapter membership. For more information go to [www.iaee.com](http://www.iaee.com).

The origin of the King's Glove Award stems from England, where the largest and most elaborate of the early modern-day expositions were held, the most famous one being the Stourbridge Fair. The Fair was conducted by the Abbey of Stourbridge in conjunction with Cambridge University, and it featured trade and commercial exhibits and activities, as well as a special court to try business-related crimes. A message from the King was read at the opening of the Fair which outlined the event's rules, including rules about honest weights and measures and proper business conduct. The King's Glove was displayed to demonstrate the King's authority over the Fair. The large glove, being a true replica of the "Royal Gauntlet," was raised on a pole to mark the location of the abbot's quarters during the exposition. It was elaborately carved from wood and painted in great detail.

Housed at the Javits Center, the NYIAEE King's Glove Award is cast in bronze and mounted on a stone pedestal with the pediment encased in glass. Criteria for nominees include:

- Played a leadership role in the development of the exposition industry in the New York area;
- Played an educational role in the development of people in the exposition industry in the New York area;
- Instituted new programs in their company or organization that improved the effectiveness and professionalism of their event or business practices and the trade show industry; and
- Established ideas and values in their company or organization that are the highest standard and compatible with those of the New York Area Chapter.

NYIAEE has honored the following individuals with the King's Glove Award:

- William E. Little, Sr., 1987
- James C. Torres, 1987
- Charles Gillett, 1988
- Saul Poliak, 1989
- Beth Thalheim, 1989
- Jay R. Thalheim, 1989

- Charles Snitow, 1990
- Ralph J. Iannuzzi, Sr., 1992
- Alan B. Larkin, 1993
- Jerry C. Schaefer, 1995
- Robert E. Boyle, 1997
- Jeff Little, 1999
- Peter W. Nathan, CEM, 1999
- Richard K. Swandby, 2003
- Elyse N. Kroll, 2004
- Cristyne L. Nicholas, 2004
- Michael R. Bloomberg, 2005
- Vincent Polito, 2006
- Jack Withiam, Jr., CEM, 2006
- Jack M. Buttine, 2007
- Alan E. Steel, 2014
- Barbara Lampen, 2016
- Michael Ruberry, 2022