

Schedule

Tuesday, August 16

3:00 pm	Registration and Visiting with Vendors (<i>Grand Ballroom Foyer</i>)
5:00 pm – 6:30 pm	Reception with Vendors (<i>Grand Ballroom Foyer</i>)

Wednesday, August 17

7:00 am	Registration Opens
7:00 am – 8:00 am	Continental Breakfast - (<i>Grand Ballroom F-H</i>)
8:00 am – 8:30 am	Welcome & Introductions (<i>Grand Ballroom D-E</i>) <i>Dana Wuesthoff & John Rozum, AEM</i>
8:30 am – 9:30 am	Connecting Through Remarkable Experiences (<i>Grand Ballroom D-E</i>) <i>Ryan Estis, Author</i>
9:30 am – 10:00 am	Break – Visit with official Show Vendors
10:00 am – 10:45 am	Transformational Spaces: Booth Case Studies (<i>Grand Ballroom D-E</i>) <i>David Saef, CTSM Diamond, SVP Strategy, mdg, a Freeman Company</i>
10:45 am – 11:00 am	Travel Time
11:00 am – 11:45 am	Concurrent Sessions <ul style="list-style-type: none"> Simplifying the Experience: The New Enhanced Exhibitor Launchpad (<i>Grand Ballroom D-E</i>) <i>Aaron Dorsey, Maritz Global Events</i> High Design, Low Budget (<i>Grand Ballroom A</i>) <i>Joe English & Dan Foley, Freeman</i> Trends in Taste - Catering Details & Logistics (<i>Grand Ballroom C</i>) <i>Tyler Dowdle & Steven Potts, Centerplate</i>
11:45 am – 1:00 pm	Lunch - (<i>Grand Ballroom F-H</i>)
1:00 pm – 1:45 pm	Concurrent Sessions <ul style="list-style-type: none"> Connecting with Tech (<i>Grand Ballroom D-E</i>) <i>Jose May, Freeman</i> Next Level Marketing & Promotional Opportunities (<i>Grand Ballroom A</i>) <i>Sarah Rewasiewicz, AEM</i> The Exhibitor Package Plan (<i>Grand Ballroom C</i>) <i>Caroline Roberts, AEM & Brent Linkin, Freeman</i>

1:45 pm – 3:00 pm	Roundtables (Grand Ballroom F-H) <ul style="list-style-type: none"> Marketing opportunities Move in & Move Out Housing Post Show Follow-Up Catering – LVCC Public Relations Electric & Utilities Technology & Audio Visual Lead Retrieval & Visitor Data Show Sponsorship Catering Festival The Exhibitor Launchpad Show Goals & Objectives High Design, Low Budget
3:00 pm – 3:15 pm	Travel Time
3:15 pm – 4:00 pm	Concurrent Sessions <ul style="list-style-type: none"> Why Are You (Really) Exhibiting (Grand Ballroom D-E) <i>Robyn Davis, CPTD</i> Beyond the Booth: Amplifying Your Show Presence (Grand Ballroom A) <i>David Saef, CTSM Diamond, SVP Strategy, mdg, a Freeman Company</i> Lead Retrieval & Visitor Data: Essential Tools (Grand Ballroom C) <i>David Ely & Aaron Dorsey, Maritz Global Events</i>
4:00 pm – 4:15 pm	Travel Time
4:15pm – 5:00 pm	Understanding Customer Behavior (Grand Ballroom D-E) <i>Andrea Olson</i>

Thursday, August 18

7:00 am	Registration Opens
7:00 am – 8:00 am	Continental Breakfast - (Grand Ballroom F-H)
8:00 am – 8:05 am	Welcome & Introductions (Grand Ballroom D-E)
8:05 am – 9:00 am	Customer Panel (Grand Ballroom D-E) <i>Bill Vignocchi, Keno & Company, Inc; Ernie Stephens, IEA – Infrastructure and Energy Alternatives, Inc; Don Swasing, Schlouch Inc; Kathy Freeman, MCG Civil</i>
9:00 am – 9:15 am	Travel Time
9:15 am – 10:00 am	Concurrent Sessions <ul style="list-style-type: none"> Lead Follow Up: Increase Sales Post Show (Grand Ballroom D-E) <i>David Ely, Maritz Global Events & Robyn Davis, CPTD</i> The Exhibitor Package Plan (Grand Ballroom A) <i>Caroline Roberts, AEM & Brent Linkin, Freeman</i> Scalable PR (Grand Ballroom C) <i>Sandra Mason, AEM</i>
10:00 am – 10:15 am	Travel Time
10:15 am – 11:00 am	Branding: What Keeps Your Customer Coming Back (Grand Ballroom D-E) <i>Adam Albrecht, The Weaponry</i>
11:00 am – 11:15 am	Wrap-up & Thank you (Grand Ballroom D-E)