

EXHIBITORLIVE 2025 Session and Speaker Info

(Sat7103) CTSM Portfolio Writing Weekend - Part I

3/15/2025, 9:00 AM to 5:00 PM

Track: Personal & Career

Level of Content: Essential

This intensive two-day workshop is designed to equip CTSM candidates with the essential tools and knowledge to successfully complete their portfolios. Through comprehensive discussions and hands-on exercises, participants will delve into each section of the CTSM Portfolio requirements, gaining insights into best practices, common pitfalls, and effective strategies. The workshop will provide a structured framework for crafting a compelling and informative portfolio that showcases expertise in trade show management. By the end of this workshop, participants will have a solid understanding of the portfolio's structure, content, and formatting guidelines, enabling them to confidently submit a high-quality document that demonstrates their qualifications for CTSM certification. Bring your laptop, notes, session handouts, and anything you will need to write your portfolio.

Learning Objectives:

- Describe the eight required sections of the CTSM Portfolio, including their purpose, content requirements, and formatting guidelines.
- Develop effective portfolio content that clearly communicates professional experiences and accomplishments using clear, concise, and compelling language.
- Format your portfolios according to CTSM guidelines, ensuring professional presentation and readability.
- Identify common challenges encountered in portfolio development and implement strategies to overcome them.
- Produce a high-quality CTSM Portfolio that effectively showcases your qualifications.

Speaker(s):

Chris D. Bruce, CTSM Diamond, CTSM Portfolio Manager, Exhibitor Group (Speaker)

(Sun7103) CTSM Portfolio Writing Weekend - Part II Continued

3/16/2025, 9:00 AM to 4:15 PM

Track: Personal & Career

Level of Content: Essential

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Speaker(s):

Chris D. Bruce, CTSM Diamond, CTSM Portfolio Manager, Exhibitor Group (Speaker)

(Sun2059) Partnering for Trade Show Triumph

3/16/2025, 1:00 PM to 2:30 PM

Track: Planning & Execution

Level of Content: Essential

CTSM5 - Approved Elective Substitution

Have a pressing issue but don't know what to do or where to go to? Learn how to partner with show management, general service contractors and suppliers in a collaborative way to address your trade show pain points. Become empowered to bring concerns to the right party in the right way.

Learning Objectives:

- Name the players in the exhibitions and events ecosystem.
- List the most pressing concerns for exhibitors and possible solutions, such as: rising exhibiting costs, access to data and calculating ROI/ROO.
- Influence the creation of exhibitor advisory councils.
- Discuss examples of best practices and innovative models.

Speaker(s):

Jessica Sibila, CTSM, CMP, Executive Director, The Exhibitor Advocate (Speaker)

(Sun2101R) Show Ready: Your Guide to Trade Show Operations

3/16/2025, 1:00 PM to 2:30 PM

Track: Planning & Execution

Level of Content: Essential

CTSM Required Session

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This course equips trade show managers with the core skills and knowledge necessary to excel in show operations. You'll dive deep into exhibit types, uncover the critical rules and regulations, and master those service forms like a pro. Additionally, the class provides an in-depth overview of different vendor categories and how to engage with them effectively. Whether you're managing a small booth or a large exhibit, this class ensures you're ready to tackle every challenge.

Learning Objectives:

- Describe different exhibit types to maximize your impact on the show floor.
- Navigate the complexities of rules and regulations to avoid surprises and ensure seamless compliance.
- Select the right vendors to get the best support and services.
- Master the process of completing service order forms to eliminate last-minute issues and avoid unexpected costs.

Speaker(s):

Melanie Swanson, CTSM Diamond, CMP, Senior Events Specialist, Bruker (Speaker)

Deanna L. Krause, CTSM Diamond, Trade Show and Event Strategist, Trade Show Warrior (Speaker)

(Sun2114) Leveraging AI for Seamless Event and Trade Show Management: A Comprehensive Hands-on Workshop

3/16/2025, 1:00 PM to 2:30 PM

Track: Planning & Execution

Level of Content: Intermediate

In today's dynamic landscape of event and trade show management, harnessing the power of artificial intelligence (AI) has become indispensable. This 90-minute session delves into the core components essential for leveraging AI to streamline the entire process of creating events and trade shows, from conception to execution. You will see examples of ChatGPT, Otter.ai, Spark, and more! By the end of this session, attendees will gain practical insights and actionable strategies for harnessing the full potential of AI to revolutionize their approach to event and trade show management, empowering them to create memorable experiences that resonate with audiences and deliver tangible results. Work smarter, not harder! PS. I used AI to write this abstract!

Learning Objectives:

- Discover how AI-driven tools can transform trade show booth design, creating innovative, visually captivating layouts that align with your brand and engage attendees.
- Explore AI-powered analytics to craft targeted, impactful promotional plans for events and trade shows, maximizing engagement by analyzing audience demographics, preferences, and behaviors.
- Explore AI-driven templates for efficient event and trade show management, streamlining scheduling, budgeting, and resource allocation to manage projects with ease and precision.

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- Experience a live demo of AI tools in event management, showcasing how AI automates tasks like email campaigns and social posts, provides insights, and optimizes decisions to enhance productivity.
- Discover how to integrate AI into event management workflows to boost efficiency, using automation, predictive analytics, and machine learning to identify trends, mitigate risks, and drive improvement.

Speaker(s):

Erin Lease Hall, CTSM Diamond, Sr. Manager, Events Strategy and Experiences, DrFirst (Speaker)
Brian Monahan, Vice President of Sales and Business Development, Prestige AV & Creative Services (Speaker)

(Sun3048R) Sales and Marketing Alignment: How to Get — and Stay — on the Same Page

3/16/2025, 1:00 PM to 2:30 PM

Track: Marketing & Sales

Level of Content: Essential

CTSM Required Session

It's no secret that alignment between sales and marketing is critical to optimizing business results. And that alignment is even more important and more challenging when operating in a disconnected, remote environment. Join us to discuss six strategies you can use to get sales and marketing on the same page.

Learning Objectives:

- Recognize when sales and marketing are not aligned.
- Discuss the barriers to alignment.
- Identify the areas where alignment is most critical.
- Apply practical techniques to drive alignment around objectives, strategies, and priorities.
- Recognize critical success factors that foster alignment.

Speaker(s):

Ellen Campbell-Kaminski, MBA, President and COO, Exhibit Concepts (Speaker)

(Sun6032-A) Half-day Workshop & Field Trip: Unique Venues: Exciting San Antonio Venues That Will Dazzle Your Guests

3/16/2025, 1:00 PM to 4:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

Discover four unique venues that San Antonio has to offer outside of the hotel ballroom. We will visit each site and discuss how unique venues can be used for different types of events to meet your company objectives. Give your attendees something to talk about back at the office by creating an experience and not just an event!

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The following venues will be visited:

The Buckhorn Saloon & Museum

The Espee

1902 Nightclub

San Antonio Zoo

Learning Objectives:

- Generate creative ideas to innovate your next special event.
- Conduct mini site-inspections to assess the suitability of unique event locations.
- Analyze the specifications and floor plans of the venues to determine their potential for your event needs.

Speaker(s):

Kimberly Kee, Senior Event Marketing Leader, TBD (Speaker)

Paul Nix, CMP, DMCP, CTA, Senior Sales Manager, ACCESS Destination Services (Speaker)

(Sun6102) Unified Event Strategies: Frameworks, KPIs, and Real-World Tactics

3/16/2025, 1:00 PM to 2:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Advanced

Join this session to explore global exhibit and event strategies for intermediate to advanced event marketers. Discover how multiple business units can be aligned to present a unified brand experience, facing and overcoming significant challenges to achieve success. Discuss the importance of incorporating key performance indicators (KPIs) and measurements into event execution to justify and optimize their programs. The session will delve into the effective use of sponsorships and speaking engagements, enhancing brand visibility and engagement at global events. The session will also introduce a framework aimed at standardizing and monetizing event programs across business units and geographical regions. Through real-world examples and best practices, this session will provide practical insights relevant to medium and large companies. Equip yourself with strategic approaches and actionable takeaways to elevate your event marketing efforts.

Learning Objectives:

- Discuss how to orchestrate global event marketing efforts by aligning multiple business units for a unified brand experience.
- Explore key challenges in executing a global event strategy and learn how to turn obstacles into opportunities for success.
- Describe the critical role of key performance indicators (KPIs) and measurement in optimizing and justifying event programs.
- Explore the concept and benefits of a standardized framework for event programs, designed to streamline and monetize efforts across different business units and regions.
- Engage with strategic approaches tailored for intermediate to advanced event marketers, offering actionable takeaways for sophisticated event marketing operations.

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Speaker(s):

Jon Wolff, Sr. Manager, Global Events, Lenovo (Speaker)

(Sun7024) Business Relationship Management: How Relationships Contribute to Your Professional Growth and Can Make a Positive Impact

3/16/2025, 1:00 PM to 2:30 PM

Track: Personal & Career

Level of Content: Essential

CTSM5 - Approved Elective Substitution

Do you feel like you are a team of one? Do you ever wish there was someone you could talk to who not only understands what a trade show manager does but also understands your industry? In this session, we will show you the importance of relationships not only within your organization but also outside your organization.

Learning Objectives:

- Manage your relationships and influence people.
- Discuss how relationships drive value personally and in organizations.
- Build strong relationships and describe how those relationships can contribute to your professional growth.
- Identify what makes a good partnership and how to nurture those relationships.
- Befriend your competition and discuss why it is important to nurture those relationships.

Speaker(s):

Jamie Talboom, CTSM Gold, Manager, Tradeshow and Marketing, ATI Metals (Speaker)

Laura Cooley, CTSM Gold, Senior Manager, Global Trade Shows, Oshkosh Defense (Speaker)

(Sun8101-A) Trade Show Foundations: Mastering the Basics - Part I

3/16/2025, 1:00 PM to 4:30 PM

Track: Exhibition Industry

Level of Content: Essential

Exhibitor Group and the Experiential Designers and Producers Association (EDPA) present Trade Show Foundations: Mastering the Basics, an immersive certificate program tailored for trade show vendors and suppliers new to the industry. Dive into the essential knowledge needed to launch your trade show career, from the industry's history and economic impact to the fundamentals of exhibit design, logistics, and on-site execution. Learn the key elements of a successful trade show experience and connect with industry peers as you build a strong foundation for success in this dynamic field.

During the last 90 minutes of Monday's program, participants will tour the EXHIBITORLIVE Exhibit Hall as it is being set up and installed.

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Learning Objectives:

- Explain the purpose, historical development, and economic impact of trade shows across various industries.
- Identify the core components, exhibit types, and venues used in trade shows.
- Describe the roles of companies, suppliers, and professionals within the trade show ecosystem.
- Apply foundational principles in exhibit design and development.
- Analyze technical aspects and logistics for seamless trade show execution.

Speaker(s):

Stephanie Gibbs, CTSM Bronze, Director, Exhibitor Group (Speaker)

Kelly Brown, General Manager, STAR - Durham (Speaker)

(Sun2100) Crisis Management Plans: The How & Why?

3/16/2025, 3:00 PM to 4:30 PM

Track: Planning & Execution

Level of Content: Essential

Learn the who, what, when, where, and why of Crisis Management Plans along with the four C's of crisis management: communication, coordination, collaboration, and continuity. After completing this session, you will be better prepared to respond to and recover from an unexpected event. You will know when you need a plan, how to create one, and why it is an important tool. With a little time and research, you can strengthen your team's ability to respond to emergencies, calmly coordinate in a crisis, and devise a contingency plan when needed.

Learning Objectives:

- Identify the who, what, when, where, why, and how of a crisis management plan.
- Explain how the 4 C's of crisis management (communication, coordination, collaboration, and continuity) are used to build your plan and carry it out.
- Demonstrate an understanding of what is needed in a crisis management plan by creating an outline and doing research to find relevant information based on location, customs, culture, etc.
- Develop their own crisis management plan for an upcoming event.

Speaker(s):

Tiffany K. Chism, Marketing Specialist, Technip Energies (Speaker)

(Sun2104) Event Portfolio Optimization: Investing in Events That Deliver the Greatest Outcomes

3/16/2025, 3:00 PM to 4:30 PM

Track: Planning & Execution

Level of Content: Intermediate

CTSM5 - Approved Elective Substitution

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Take a data-driven approach to optimizing your event portfolios. With exhibiting costs rising 30% in five years, outpacing inflation and budgets, strategic event selection is crucial. You will master a four-step process: stakeholder interviews, KPI playbook creation, opportunity analysis, and sponsorship evaluation. This process helps identify and score events offering the greatest return on investment (ROI), experience (ROX), and emotion (ROE) leaving you equipped to make informed decisions, aligning events with organizational objectives and maximizing limited resources.

Learning Objectives:

- Implement a structured approach to stakeholder analysis.
- Develop a comprehensive set of success metrics and KPIs.
- Evaluate their event portfolio for cost-effectiveness and target audience reach.
- Optimize their event mix for maximum impact and efficiency.
- Improve lead generation and qualification processes.

Speaker(s):

Joe Federbush, President & Chief Strategist, EVOLIO Marketing (Speaker)

(Sun2112) Strategies for Collaborating with Exhibit Houses

3/16/2025, 3:00 PM to 4:30 PM

Track: Planning & Execution

Level of Content: Advanced

In the ever-evolving landscape of exhibitions and trade shows, successful collaborations with exhibit houses are crucial for creating memorable and impactful displays. This advanced session, designed for seasoned exhibit professionals, delves into the intricacies of working with exhibit houses, offering strategies for optimizing partnerships, enhancing communication, and ensuring the successful execution of complex projects. In this interactive session attendees will learn how to maximize their next exhibit house discussion.

Learning Objectives:

- Maximize the strategic value of your exhibit house partnerships by identifying their unique strengths and aligning their services with your organizational goals. Use tools like RACI charts to clearly define
- Build efficient communication frameworks to eliminate misunderstandings, reduce errors, and foster alignment between your team and exhibit house.
- Apply tools like the 3Cs (Concern, Cause, Countermeasure) to Master Exhibit Production with Advanced Project Leadership:
- Take control of your exhibit projects using advanced project management techniques tailored to your goals.
- Address critical exhibit challenges such as compressed timelines, tight budgets, and shifting priorities by applying tools like the 5 Whys to uncover root causes and implement solutions.

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- Leverage lessons from real-world case studies and use tools like PDCA (Plan, Do, Check, Act) to optimize your workflows and collaboration with exhibit houses.

Speaker(s):

Michele Heffernan, MBA, LSSGB, CTSM Gold, Director of Sales Marketing, CHMRC (Speaker)

Kodi Morton, CTSM Diamond, Sr. Marketing and Events Specialist, Bruker Scientific (Speaker)

(Sun3015R) Integrated Marketing Communications: The Modern Approach

3/16/2025, 3:00 PM to 4:30 PM

Track: Marketing & Sales

Level of Content: Essential

CTSM Required Session

Enhance your events with a strategic integrated marketing communications (IMC) program that drives measurable success in today's dynamic marketing landscape. This session combines time-tested IMC principles with contemporary approaches and practical AI applications.

This interactive session provides practical frameworks, real-world examples, and actionable templates to implement an effective IMC strategy for your next event. Whether you're new to event marketing or looking to refresh your approach, you'll gain valuable skills to maximize ROI and create cohesive marketing experiences.

Learning Objectives:

- Define clear, actionable event objectives aligned with business goals
- Develop detailed audience insights using modern research methods.
- Match objectives to the most effective marketing channels across the event lifecycle.
- Optimize budget allocation using data-informed decision-making.
- Establish meaningful success benchmarks and comprehensive analysis frameworks.

Speaker(s):

Vanessa Schultz, CTSM Gold, Sr. Director, Corporate Marketing, Cellanome, Inc (Speaker)

(Sun6079) Building Genuine Connections: Mastering Message-Driven Communication for Trade Show Success

3/16/2025, 3:00 PM to 4:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

CTSM5 - Approved Elective Substitution

Why do we exhibit? The answers tend to be on repeat: brand awareness, showcase a new product, our competitors are there, so we have to be... On the surface, these feel like solid reasons, but are they enough? The theory of message-driven communication tells us that we never communicate to simply educate – we communicate because we want our audience to DO something. It's time to harness the power of message-driven communication and revolutionize your trade show program.

Learning Objectives:

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- Describe the concept of "message-driven communication" and recognize its significance in achieving trade show success.
- Apply a strategic communication process specifically crafted for enhancing communication efforts at trade shows.
- Develop and align outcome driven goals with your exhibiting strategy to maximize trade show effectiveness.
- Utilize compelling storytelling techniques to support your message and effectively engage your audience.
- Discuss the importance of audience understanding and its crucial role within a powerful communication framework for trade shows.

Speaker(s):

Jamie Vandenberg, Creative Director, Exhibit Concepts (Speaker)

(Sun7058R) Thrive Under Deadlines: Strategies for Success

3/16/2025, 3:00 PM to 4:30 PM

Track: Personal & Career

Level of Content: Essential

CTSM Required Session

Regardless of what the future holds for marketing, you will still have to produce tons of great work, often under copious amounts of pressure. The big question is not, ""How do I do more?" but rather, "How do I perform to the best of my ability – day in and day out?"

Learning Objectives:

- Describe how the best marketers on the planet stay energized — even when dancing with deadlines and burn out.
- Discuss daily strategies for productivity favored by prolific marketers and overachievers such as Agatha Christie, F. Scott Fitzgerald, and David Lynch.
- Decompress at the end of the workday so that you can relax and fully engage in your life.

Speaker(s):

Andy Core, PhD, CEO, Core Change Institute (Speaker)

(Mon1025-A) Half-day Certificate Program: Evaluating Trade Show ROI - Strategies and Tactics

3/17/2025, 8:00 AM to 11:30 AM

Track: Measurement & Analytics

Level of Content: Essential

CTSM5 - Approved Elective Substitution

In just three hours, participants will gain comprehensive expertise in trade show analytics, understanding the significance of trade show evaluation and mastering tools, using AI to assist in analyzing data, and strategies to measure success. A passing grade on the certification exam will

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result in you receiving a Certificate as a Trade Show Evaluation Specialist, demonstrating proficiency in exhibit strategy, measurement and portfolio optimization. The course also offers a rich array of additional resources and tools for continuous learning and implementing what was learned. Prior basic knowledge of marketing and trade shows is recommended.

Learning Objectives:

- Explain the fundamentals of trade show analytics and key performance indicators (KPIs).
- Utilize effective lead collection, data collection methodologies, and data analysis techniques.
- Craft, deploy, analyze, and report surveys for quantitative and qualitative insights.
- Implement mystery shopping/observations and focus groups/in-depth interviews for qualitative insights.
- Utilize the latest tracking technologies to understand visitor behavior and personas.

Speaker(s):

Joe Federbush, President & Chief Strategist, EVOLIO Marketing (Speaker)

(Mon2105R) From Chaos to Control: Project Management Best Practices to Ensure Success

3/17/2025, 8:00 AM to 9:30 AM

Track: Planning & Execution

Level of Content: Essential

CTSM Required Session

Feeling like you're juggling flaming swords while managing exhibit deadlines, vendors, and stakeholders? You're not alone! In this class, we tackle the chaotic, high-pressure world of trade show management head-on. Say goodbye to missed deadlines and scattered to-do lists. We'll show you how to stay cool under pressure, organize the madness, and wrangle vendors like a pro. From prioritizing deadlines to keeping stakeholders engaged (without losing your mind), this class is packed with tips and tools that'll turn you into an exhibit management pro! Walk in overwhelmed, and walk out ready to conquer your next event with ease.

Learning Objectives:

- Gather the key information needed to manage an exhibit effectively.
- Identify and create tools to stay organized.
- Simplify deadline management.
- Keep stakeholders aligned and engaged.
- Manage vendor relationships and deliverables.

Speaker(s):

Deanna L. Krause, CTSM Diamond, Trade Show and Event Strategist, Trade Show Warrior (Speaker)

Melanie Swanson, CTSM Diamond, CMP, Senior Events Specialist, Bruker (Speaker)

(Mon3006R) Omnichannel Marketing Strategies for Your Live Events and Trade Shows

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3/17/2025, 8:00 AM to 9:30 AM

Track: Marketing & Sales

Level of Content: Essential

CTSM Required Session

Attendees expect seamless experiences across digital and in-person interactions. This session will explore how to create a unified omnichannel strategy using case studies, polls, and group discussions. We'll also touch on how AI simplifies personalizing interactions and automating follow-ups, making omnichannel marketing easier to execute. By the end, attendees will leave with a clear plan to enhance engagement and boost ROI.

Learning Objectives:

- Discuss the future trends of trade shows and live events.
- Develop an omnichannel strategy that effectively engages attendees across digital and in-person experiences.
- Implement best practices for engaging attendees before, during, and after the event.
- Explore how AI can simplify omnichannel execution through personalization and automation.

Speaker(s):

Kevin England, CEO & President, Vonazon (Speaker)

(Mon3025) Integrated Marketing Strategies for New Product and Brand Launches

3/17/2025, 8:00 AM to 9:30 AM

Track: Marketing & Sales

Level of Content: Essential

CTSM5 - Approved Elective Substitution

Launching a new brand or product is a significant investment in both R&D and manufacturing. A successful launch requires a strategic, multi-channeled plan to establish brand identity, solidify brand meaning and messaging, and generate a response. Marketing messages need to reach our target audience more than eight times in order to resonate. Message strategy, creative strategy, and channel strategy all come together to bring the right message to the right audience at the right time. Events are an excellent tactic to include in brand launch plans because of the self-selected audience and the excitement that accompanies an event experience. This session is ideal for new marketing managers and event marketers looking to better understand their brand and product colleagues.

Learning Objectives:

- Review brand building theory.
- Identify efficient brand or product launch approaches.
- Explore message strategy and creative strategy.
- Discuss the importance of timing to increase the likelihood your audience will be receptive.

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- Evaluate the importance of face-to-face marketing in the effectiveness of brand or product rollouts.

Speaker(s):

Ellen Campbell-Kaminski, MBA, President and COO, Exhibit Concepts (Speaker)

(Mon6104) Designing Meaningful Event Experiences

3/17/2025, 8:00 AM to 9:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Advanced

Are you ready to revolutionize your approach to events, transforming dull gatherings into thought-provoking and personal experiences? Break free from the monotonous routine of predictable venues and typical group activities (like yet another round of Top Golf). In this energized, interactive session, we dive deep into crafting events that don't just happen but resonate deeply and memorably with every participant. Join me to redefine what it means to host an event and discover how to leave your attendees energized, inspired, and looking forward to what you'll think of next.

Learning Objectives:

- Elevate your events to immersive experiences, curating elements of inclusion and participation with your attendees, create positive lasting memories for years to come.
- Make a meaningful and lasting impression attendees will talk about, and others will be envious they missed.
- Leverage local resources in a way that not only economizes resources but also amplifies the impact of your event, giving it a unique flavor that can't be replicated.
- Integrate acts of philanthropy into your events, enriching the experience with meaningful give-backs and thoughtful gifts that reflect well on your brand's values.
- Master the art of the perfect event trifecta: pinpointing the ideal location, selecting engaging activities, and choosing speakers that elevate the entire experience to the next level.

Speaker(s):

Erin Lease Hall, CTSM Diamond, Sr. Manager, Events Strategy and Experiences, DrFirst (Speaker)

(Mon6108) Building a Trade Show Program Business Case: Driving Innovation and Impacting the Bottom Line

3/17/2025, 8:00 AM to 9:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

During financial challenges, organizations may not want to consider ways to expand and refresh their brand, purchase new assets, invest in technology and they need a financial analysis to justify

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these expenses. Use your position as a tradeshow manager to demonstrate how to refresh your brand, update your presence, etc. by building a business case to support your initiatives. A winning business case illustrates cost savings over time and helps you to gain the approval of your leadership - a win-win for you and the company.

Learning Objectives:

- Identify cost saving opportunities from a 10,000 foot view
- Research options for different offerings with a clear understanding of the company needs and goals
- Gather historical expenses related to your current assets.
- Match historical expenses against future cost savings.
- Create a compelling proposal outlining your wish list and budget.

Speaker(s):

Gina Schommer, MBA, Global Tradeshow Manager, Natus Medical (Speaker)

Eric Miller, President, TigerPresentations (Speaker)

(Mon7057) Authors Series: Tips and Tactics to Motivate Stressed People

3/17/2025, 8:00 AM to 9:30 AM

Track: Personal & Career

Level of Content: Essential

CTSM5 - Approved Elective Substitution

Motivating others is both art and science — until stress hits. Then, it gets really emotional. Whether you need to lead, inspire, or sell, the ideas in this program will prepare you with evidence-based, tested-in-the-trenches tactics.

Learning Objectives:

- Transform stress from a procrastinating force into a motivating one.
- Use a proven formula to overcome “Why don’t I do what I know I should?” thinking.
- Apply tactics that ensure you and your team bring your best self to work every day.
- Keep everyone motivated when life gets complicated.

Speaker(s):

Andy Core, PhD, CEO, Core Change Institute (Speaker)

(Mon8101-B) Trade Show Foundations: Mastering the Basics - Part II Continued

3/17/2025, 8:00 AM to 11:30 AM

Track: Exhibition Industry

Level of Content: Essential

Exhibitor Group and the Experiential Designers and Producers Association (EDPA) present Trade Show Foundations: Mastering the Basics, an immersive certificate program tailored for trade show

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vendors and suppliers new to the industry. Dive into the essential knowledge needed to launch your trade show career, from the industry's history and economic impact to the fundamentals of exhibit design, logistics, and on-site execution. Learn the key elements of a successful trade show experience and connect with industry peers as you build a strong foundation for success in this dynamic field.

During the last 90 minutes of Monday's program, participants will tour the EXHIBITORLIVE Exhibit Hall as it is being set up and installed.

Learning Objectives:

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- Identify the core components, exhibit types, and venues used in trade shows.
- Describe the roles of companies, suppliers, and professionals within the trade show ecosystem.
- Apply foundational principles in exhibit design and development.
- Analyze technical aspects and logistics for seamless trade show execution.

Speaker(s):

Stephanie Gibbs, CTSM Bronze, Director, Exhibitor Group (Speaker)

Kelly Brown, General Manager, STAR - Durham (Speaker)

(Mon2003R) The Nuts and Bolts of Budgeting for Results

3/17/2025, 10:00 AM to 11:30 AM

Track: Planning & Execution

Level of Content: Essential

CTSM Required Session

A well-structured budget is more than just number tracking — it's a strategic tool for making smarter financial decisions, optimizing resources, and proving the value of your events. In this session, we'll go beyond spreadsheets to explore budgeting techniques that help you align costs with objectives, track ROI, and future-proof your financial planning.

Learning Objectives:

- Master the fundamentals, identify how to create budget templates that work for you, estimate costs with confidence, and categorize expenses for smarter financial management.
- Measure, optimize and prove value through practical measurement tactics to set benchmarks, track progress, and communicate financial impact to key stakeholders with clear, meaningful reports.
- Plan for the future and maximize efficiency. Identify cost-saving opportunities without sacrificing quality and discuss long-term strategies to make your budgets adaptable in an evolving event landscape.

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Speaker(s):

Kimberly Kee, Senior Event Marketing Leader, TBD (Speaker)

(Mon2120) Your Voice Shapes Shows! Empowering Exhibitors to Advocate to Show Management

3/17/2025, 10:00 AM to 11:30 AM

Track: Planning & Execution

Level of Content: Intermediate

*Let's face it, exhibitors are continually faced with rising costs that significantly impact not only their ROI, but the overall value these events provide to attendees. This session equips exhibitors with the necessary tools to advocate for lower costs in a programmatic and insightful manner, ultimately enhancing the quality and accessibility of trade shows. This session provides practical tips and actionable steps that participants can implement immediately to advocate for better cost transparency, fair rates, and increased value for the entire ecosystem that includes attendees, exhibitors and the show organizer. Workshop Activity: Participants should bring the following listed data from at least one primary 2023 or 2024 show to facilitate engaging discussions on the importance of data extraction and which data is most valuable for advocacy efforts. * Budget breakdown (include: booth space, exhibit design/construction, graphic design/production, shipping, show services, marketing promotions/materials/activities, travel/lodging, other expenses, etc.)* Objectives/Goals for the show* Metrics for measuring success (if any)* Show service invoices (material handling, electrical, internet, etc.)*

Learning Objectives:

- Identify the appropriate contacts within show management to address cost-related issues.
- Differentiate between non-revenue generating costs and revenue-generating investments.
- Articulate the impact of rising costs on attendees and the overall show value.
- Develop effective communication strategies to negotiate with show management.
- Recognize what aspects of exhibiting costs exhibitors have the power to influence.

Speaker(s):

Jessica Sibila, CTSM, CMP, Executive Director, The Exhibitor Advocate (Speaker)

Lynn Reves, VP – Marketing & Results Strategy, ExhibitUs (Speaker)

(Mon2128) Driving Engagement Through Conversational AI

3/17/2025, 10:00 AM to 10:45 AM

Track: Planning & Execution

Level of Content: Essential

Thought Leadership

This session will provide a brief overview of different approaches to conversational AI and focus on how to leverage AI to drive consistent engagement growth. Participants will learn five key questions to ask before deploying any AI project and clearly understand which channels can drive the most significant user engagement.

EXHIBITORLIVE 2025 Session and Speaker Info

Learning Objectives:

- Describe the difference between generative, list-based, and curated conversational AI.
- List five questions to ask about the deployment of any AI tool.
- Identify key areas where they can deploy conversational AI to help drive their KPIs inside their organization.
- Share specific examples of how conversational AI can be put to work inside their business.

Speaker(s):

Robert Caldwell, Founding Partner, 42Chat (Speaker)

(Mon6110) How to Develop a Bold Trade Show Program for the Modern Era of Events

3/17/2025, 10:00 AM to 11:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

Learn the 5 essential elements to build a successful trade show program for our modern era of shows and events. Today's trade show attendees expect high-quality experiences and face-to-face engagements to satisfy their business needs. In our over-screened world where people can gather information on websites, face-to-face marketing remains the highest quality opportunity to engage, qualify, inform, and delight attendees. Upon completion of this session, you'll have the knowledge and ability to develop a successful trade show program, no matter how small or large. You'll be able to take these 5 components and adapt in your organization. You can work with your internal stakeholders and agencies to design a winning trade show program. This trade show blueprint will be your go-to-plan for future success!

Learning Objectives:

- Document the essential strategic framework for your trade show program.
- Describe the key components of a purposeful creative brief.
- Discuss the critical elements of smart design to stand out and entice attendees on the show floor.
- Identify smart human etiquette on the show floor.
- Identify how to gather real-time, smart feedback and keep your teams fired up for success.

Speaker(s):

Victor M. Torregroza, Experiences Program Manager, Intel Corporation (Speaker)

Paul Billings, VP, CMO, Per4mance Marketing (Speaker)

Marybeth White, CEO, Per4mance Marketing (Speaker)

(Mon7108) Authors Series: Disruption Proof Productivity - Strategies for Ultimate Professional and Personal Productivity

3/17/2025, 10:00 AM to 11:30 AM

Track: Personal & Career

EXHIBITORLIVE 2025 Session and Speaker Info

Level of Content: Essential
CTSM5 - Approved Elective Substitution

Event professionals currently face levels of disruption, distraction, and interruption that can easily overwhelm their motivation and quality of life. However, with a few shifts in mindset and time management skills, you can find new levels of drive, focus, and productivity.

Learning Objectives:

- Describe the three most effective types of modern task management and identify when to use each.
- Employ research-based strategies that maintain production even when frequently interrupted.
- Use big box time management to end each day relaxed and ready to recharge with loved ones.

Speaker(s):

Andy Core, PhD, CEO, Core Change Institute (Speaker)

(Mon2118) Event and Booth Staff Training Workshop: Learn the Essentials of Training, Qualification, Etiquette, More

3/17/2025, 1:00 PM to 2:30 PM

Track: Planning & Execution

Level of Content: Essential

Learn the essential steps to building the best event staff team, booth staff training plan, and on-site pre and post-show briefings. Learn how to create a purposeful staff training plan that becomes your standard go-to, not the exception. Learn the skills to best qualify attendees via role play and recent event examples. Learn how to build executive buy-in for stronger commitment and results. You'll learn how to identify and correct human behaviors for stronger, quality engagement and results. We'll discuss acceptable modern etiquette. Upon completing this interactive workshop, you'll learn how to craft a continuous and consistent staff training plan, build an effective on-site briefing and daily report action plan, and learn proven skills to qualify and engage key attendees. These actions don't require big budgets --- they require commitment and application. You'll learn and have fun in this interactive workshop!

Learning Objectives:

- Craft a continuous and consistent pre-event and on-site briefing and training plan.
- Build an effective attendee engagement strategy and on-site report plan.
- Build executive buy-in for stronger commitment and results.
- Identify and correct human behaviors for stronger, quality engagement and results.
- Incorporate fun and team participation into your programs.

Speaker(s):

Victor M. Torregroza, Experiences Program Manager, Intel Corporation (Speaker)

EXHIBITORLIVE 2025 Session and Speaker Info

Paul Billings, VP, CMO, Per4mance Marketing (Speaker)
Marybeth White, CEO, Per4mance Marketing (Speaker)

(Mon3050R) Focus on Attention: How to Optimize Your Messaging on the Trade Show Floor

3/17/2025, 1:00 PM to 2:30 PM

Track: Marketing & Sales

Level of Content: Essential

CTSM Required Session

Capturing and holding peoples' attention is essential to standing out on a noisy trade show floor. Join us as we define what an attendee's attention is, how it works, and how it's impacted by the trade show environment. Explore the concept of the "attention economy," and share case studies of effective programs that hold attendees' attention.

Learning Objectives:

- Counter distractions that reduce attendee's attention spans on the show floor.
- Create breakthrough messages and delivery systems that grab attendees' attention.
- Convert an attendee's attention into dialog and discussion.

Speaker(s):

Bob Milam, Trade Show Bob, TSB Enterprises (Speaker)

(Mon5100) Global Event Marketing Unleashed: Beyond Traditional Exhibiting

3/17/2025, 1:00 PM to 2:30 PM

Track: Global Exhibit Marketing

Level of Content: Intermediate

In today's fast-paced global marketplace, successful event marketing transcends traditional exhibiting. This session unveils a comprehensive international event marketing strategy that integrates sponsorships, exclusive customer events, thought leadership presentations, and live podcasts across North America and Europe. Drawing from real-world experiences, we'll explore how to navigate the complexities of this multifaceted approach while addressing common challenges faced by event marketing professionals. Attendees will gain insights into developing a cohesive strategy that maximizes understanding the audience, brand visibility, and engagement across various platforms. We'll discuss the intricacies of international logistics, legal considerations, the critical role of project management, and measuring success. The session will also highlight the importance of leveraging agencies and suppliers to achieve goals within budget and time constraints. By the end of this session, you will be equipped with practical tips and strategies to elevate your programs to new heights globally.

Learning Objectives:

- Develop an integrated global event marketing strategy
- Optimize resource allocation and budget management, to maximize impact through sponsoships and customer events

EXHIBITORLIVE 2025 Session and Speaker Info

- Leverage thought leadership and influencer partnerships, while navigating international logistics and legal considerations
- Measure outcomes for continuous improvement

Speaker(s):

Julie A. Richards, Customer Engagement Center Manager, Intel (Speaker)

(Mon6008R) From Marketing to Measurement: 10 Steps to a Great Corporate Event

3/17/2025, 1:00 PM to 2:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

CTSM Required Session

Every project requires a strong foundation, and you can take your event to the next level with these 10 simple tactics. From building an event brand to measuring success, we'll review tools that allow newer corporate event planners to hit the ground running. This session is for corporate event managers with less experience and trade show managers who have been tasked with producing a corporate event.

Learning Objectives:

- Build and integrate a strong event-specific brand.
- Develop content that matters to your audience.
- Hold delegates accountable for their contributions.
- Determine what went right and report it.

Speaker(s):

Kimberly Kee, Senior Event Marketing Leader, TBD (Speaker)

(Mon6100-A) Half-day Workshop: Thriving Together - Crafting Your Trade Show Experience with Environmental and Social Sustainability

3/17/2025, 1:00 PM to 4:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

CTSM5 - Approved Elective Substitution

In an era where environmental and social responsibility is paramount, this session offers exhibitors a comprehensive guide to infusing sustainability into every facet of their trade show presence. From booth design, transportation logistics, marketing collaterals, and stakeholder engagement, participants will gain practical insights and actionable strategies to reduce their environmental footprint while enhancing brand reputation and attracting conscientious clientele.

Learning Objectives:

- Describe the concept of sustainability within the context of trade shows and recognize its significance in modern exhibiting practices.

EXHIBITORLIVE 2025 Session and Speaker Info

- Align exhibiting practices with company CSR goals or personal sustainability values to foster a more environmentally responsible brand image.
- Discuss eco-friendly booth design principles and select sustainable materials.
- Understand how to source sustainable marketing collaterals and giveaway items.
- Identify sustainable transportation and logistics options.

Speaker(s):

Sydney Rhea, CEM, Sustainability Project Delivery Manager, North America, Informa Markets (Speaker)

(Mon7010) Preparing, Developing, and Submitting a Quality CTSM Portfolio

3/17/2025, 1:00 PM to 2:30 PM

Track: Personal & Career

Level of Content: Essential

Your goal is CTSM certification, but you're having trouble getting started on the written component, the Candidate Portfolio. This session will help remove the overwhelming factor and demonstrate how to successfully develop a powerful results-oriented showpiece of your capabilities and accomplishments.

Learning Objectives:

- Identify the organizational steps involved in preparing a CTSM portfolio.
- Describe the content and format requirements for a CTSM portfolio.
- Explain the advantages of working with an advisor for CTSM portfolio preparation.
- Create a comprehensive CTSM portfolio that effectively showcases their capabilities and accomplishments.

Speaker(s):

Chris D. Bruce, CTSM Diamond, CTSM Portfolio Manager, Exhibitor Group (Speaker)

(Mon7110) Authors Series: Don't Hesitate, Go Negotiate!

3/17/2025, 1:00 PM to 2:30 PM

Track: Personal & Career

Level of Content: Essential

CTSM5 - Approved Elective Substitution

Are you a negotiator or a negoti-hater? When you really want something, do you accept what is offered or negotiate for what you want and deserve? How does your approach change when the other party asks for something unexpected or uses unfair tactics?

Anyone involved in trade shows and events quickly learns that everything is a negotiation. You may be negotiating a change in an agreement, solving problems, working with other departments, or attempting to have an executive see your point of view.

EXHIBITORLIVE 2025 Session and Speaker Info

Based on the teachings of Harvard's Program on Negotiations and Linda's work helping leaders and teams negotiate, practical tools and strategies will be shared to help participants show up powerfully, spot opportunities, communicate effectively, and negotiate for what they want.

Learning Objectives:

- Turn negotiations into a conversation instead of a confrontation.
- Use the ASK method to determine what is available and your next best steps.
- Discover the main reasons people tell you “no” and your next response.
- Ask outrageously for what you really want.
- Reach winning results with integrity and confidence.

Speaker(s):

Linda Swindling, JD, CSP, CPAE, Owner, JourneyOn (Speaker)

(Mon112) Event Success Framework: Driving Strategic Impact and Measurable Results

3/17/2025, 3:00 PM to 4:30 PM

Track: Measurement & Analytics

Level of Content: Intermediate

Join us to explore the Event Success Framework, a robust playbook designed to transform your approach to trade shows and events. Through a deep dive into the framework's stages, from stakeholder conversations to post-event analysis, you'll learn how to shift from planning events to orchestrating strategic, impactful marketing tools that drive real business outcomes. Whether you aim to enhance brand presence, boost your sales pipeline, or engage more effectively with your target audience, this session will equip you with actionable insights and strategies to make every event a key driver of your company's growth.

Learning Objectives:

- Align event strategies with broader business objectives to enhance strategic impact.
- Implement the key stages of the Event Success Framework, including stakeholder alignment, goal setting, strategic planning, execution, and post-event analysis.
- Set measurable goals, drive pipeline-centric objectives, and analyze event effectiveness for continuous improvement.
- Discuss real-life examples and case studies that showcase effective framework applications across diverse event scenarios.
- Transform events from expenses into pipeline-driving assets that align with essential business metrics.

Speaker(s):

Coty Adams, Director of Marketing, Rockway Exhibits + Events (Speaker)

(Mon2023) Crash Course: What You Need to Know About Trade Show Shipping

3/17/2025, 3:00 PM to 4:30 PM

EXHIBITORLIVE 2025 Session and Speaker Info

Track: Planning & Execution

Level of Content: Essential

CTSM5 - Approved Elective Substitution

What should you do if your booth gets lost in transit to a trade show? What if it returns damaged? Have you ever encountered unexpected fees on your transportation or drayage invoices? Join us for a session designed to equip you with essential knowledge about domestic trade show shipping. You'll learn strategies to reduce your shipping costs and effectively plan for emergencies. Attendees will leave with a clear checklist of actionable steps to safeguard your marketing assets. Additionally, we'll explore current market trends in freight transportation and their potential impact on your event budget and planning. Expect insightful case studies, discussions on real-world emergencies, and informational videos. Don't miss this opportunity to enhance your planning skills and protect your investment!

Learning Objectives:

- Identify the variables that make trade show shipping different from shipping other types of goods.
- Explore best practices in event shipping documentation.
- Discuss the liability limitations of general service contractors and logistics providers.
- Analyze different insurance coverage options available for asset protection.
- Examine the current state of the transportation industry and its potential impacts on service and cost.

Speaker(s):

Ernie Magalotti, Sr. VP of Tradeshow, EFW Tradeshow (Speaker)

(Mon2072R) How to Train Your Booth Staff: A Three-step Process for Inspiring and Firing up Your Booth Staff

3/17/2025, 3:00 PM to 4:30 PM

Track: Planning & Execution

Level of Content: Essential

CTSM Required Session

Trade shows are all about face-to-face interactions. You want to train your team to be the best they can be on the trade show floor. Unfortunately, most booth trainings consist of reading a list of dos and don'ts off a clipboard. These "trainings" tend to fall on deaf ears and seldom create the desired impact. Want to try something more interactive and engaging? Join us to discover a simple, repeatable training framework that you can use the right way. You'll also experience unique group training exercises used to train exhibit teams worldwide.

Learning Objectives:

- Win over your booth staff to get more out of them.
- Cultivate and incentivize "booth hustle" culture.
- Deliver a unique learning experience that doesn't get old.

EXHIBITORLIVE 2025 Session and Speaker Info

- Use games as a game changer.
- Make your trainings unique and memorable with tips, tricks and techniques.

Speaker(s):

Anders Boulanger, CSP, Founder/CEO, Engagify Inc. (Speaker)

(Mon2126) Best Practices for a Strategic Conference Plan

3/17/2025, 3:00 PM to 4:30 PM

Track: Planning & Execution

Level of Content: Advanced

Transform your conference from a one-off event to a strategic asset. This session delves into a comprehensive, approach to exhibit presence planning and execution. From the initial concept to post-event analysis, gain actionable insights to optimize every aspect of your event.

Discover proven strategies for crafting engaging agendas, maximizing attendee experiences, and leveraging data-driven insights to measure ROI and inform future initiatives. Leave this session equipped to plan, promote and report on your event program, taking it to new heights of success.

Learning Objectives:

- Develop a strategic conference framework, align conference goals with overall organizational objectives and create a comprehensive plan encompassing pre-event, onsite, and post-event phases.
- Master on-site event execution through practical tools and techniques to design engaging conference experiences, optimize logistics, and manage on-site operations effectively.
- Leverage data for continuous improvement. Collect, analyze, and utilize post-event data to measure ROI, identify trends, and inform future conference strategies.

Speaker(s):

Rebecca R. Carmody, CMP, CMM, DES, Global Events Strategist, Bex Events Management Group (Speaker)

(Mon3106) One-page Marketing: A Blueprint to Simplified Success

3/17/2025, 3:00 PM to 4:30 PM

Track: Marketing & Sales

Level of Content: Essential

In this interactive session, participants will learn how to develop a powerful, streamlined plan that aligns marketing with sales goals, leverages social media, and incorporates creative, authentic tactics to elevate your brand. Whether promoting a trade show or corporate event, this session equips you with the tools to expand your influence and drive success—all with one simple, effective plan.

Learning Objectives:

EXHIBITORLIVE 2025 Session and Speaker Info

- Develop a one-page marketing plan that delivers results and simplifies your approach to event marketing.
- Describe the differences between marketing, sales, and PR to create a cohesive strategy.
- Implement authentic, high-impact tactics to amplify your marketing efforts.
- Build a streamlined marketing plan that supports both growth and sustainable success.

Speaker(s):

Sherron Washington, MA, CEO and Strategic Marketing Strategist, The P3 Solution (Speaker)

(Mon4101R) Boost Up: Promote Yourself from Service Provider to Strategic Business Partner

3/17/2025, 3:00 PM to 4:30 PM

Track: Management & Leadership

Level of Content: Intermediate

CTSM Required Session

Managing our company's tradeshow likely means being the only - or one of very few - people directly responsible for the success of our program. However, it also means we need to understand, prioritize, and implement the input of many internal stakeholders, from leadership to sales, marketing, and beyond. This can put us in a position of feeling like a service provider, rather than the strategic partner that our experience and the 360o view of our organization allows us to become. In this session, we will present the process we built to help promote our expertise, reputation, and credibility within our organizations through our 40+ combined years of managing tradeshow. We will share case studies where we have successfully – AND unsuccessfully – implemented this process and what we've learned along the way. And most importantly, we will share a few tools you can use to start evolving your process immediately! Implementing a few simple things to support collaboration, fact-finding, internal alignment, and strategically implementing and measuring what you've learned can go a long way in making sure you've got a seat at the table.

Learning Objectives:

- Take steps to level up and showcase value as a strategic business partner rather than a service provider in trade show and event management.
- Implement tools and techniques to foster internal collaboration and align trade show objectives with business goals.
- Develop a personalized action plan to evolve your process for internal alignment and stakeholder collaboration, ensuring you play a strategic role in decision-making related to trade shows.

Speaker(s):

Kim Burkus (Speaker)

Felicia Kaban, Director, Executive Events, Kenvue (Speaker)

(Mon6112) Audience Engagement Trends Workshop

EXHIBITORLIVE 2025 Session and Speaker Info

3/17/2025, 3:00 PM to 4:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Advanced

Explore the latest insights on audience engagement in this interactive workshop. Drawing on findings from Storycraft Lab's proprietary Audience Advocacy (SM) tools, discover how audience preferences, values, and belonging benchmarks influence the design of meaningful experiences. Join us for a lively, interactive experience where you shape the conversation. In Trend or Truth, we'll explore the latest industry insights and data-driven findings. Together, we'll determine whether each insight is a fleeting trend or a lasting truth. Through audience voting, spirited debates, and game show-inspired activities, you'll gain new perspectives while helping uncover the future of the industry. Be ready to cast your vote, challenge assumptions, and engage in thought-provoking dialogue!

Learning Objectives:

- Discuss trends shaping audience engagement, using real-time research insights to highlight long-term industry shifts.
- Consider how these insights can be applied to your events.
- Stay ahead in the evolving field of audience engagement.

Speaker(s):

Naomi Clare Crellin, Founder & CEO, Storycraft Lab (Speaker)

(Mon7112) Authors Series: Deal Courageously - Negotiate Anything with Anyone

3/17/2025, 3:00 PM to 4:30 PM

Track: Personal & Career

Level of Content: Intermediate

Why do you connect so easily with some people and can't seem to say anything right with others? Ever wondered, "What's their deal? What do they really want?" Has someone suddenly seemed stressed and/or stopped communicating, and you have no idea why?

Most people want something different than what you want or even expect. You encounter a wide range of people with varying communication styles, motivations, ways of dealing, and goals, which can be confusing and even frustrating.

Despite your differences, decisions must still be made, and people must be engaged to accomplish results. To create durable deals, stakeholders' needs must be accommodated, and you must find the best ways to leverage your resources and relationships.

Learning Objectives:

- Determine how you prefer to deal with others and approaches you may be avoiding.
- Spot and identify others' negotiation (DEAL) styles.
- Effectively communicate to connect and create desired, durable outcomes.
- Discuss how different dealmakers react to stress and identify possible underlying triggers.
- Discover how to positively influence others and gain buy-in to accomplish your purpose.

EXHIBITORLIVE 2025 Session and Speaker Info

Speaker(s):

Linda Swindling, JD, CSP, CPAE, Owner, JourneyOn (Speaker)

(Mon2076) Elevate Your Event with AV and Lighting

3/17/2025, 5:00 PM to 5:45 PM

Track: Planning & Execution

Level of Content: Essential

Whether it's your first time utilizing audiovisual components or you're trying to breathe new life into an annual event, we'll show you how to turn your event into an experience. Digital signage, such as monitors and LED screens, can draw attendees in for a closer look. We'll share some great ways of incorporating them and elevating your visual presence. How do you offer various audio tracks without interfering with booth traffic, sales demonstrations, or presentations? We'll share how clients are using personal devices to help attendees quietly choose topics and sessions of their interest.

Learning Objectives:

- Utilize digital signage that leaves an impression.
- Execute live marketing with various audio tracks.
- Describe how to effectively use LED lighting, fixtures, and gobos to create a defining experience.

Speaker(s):

Jaclyn Lebert, CTSM, Director of Event Technology, Markey's (Speaker)

(Mon2116) AI Tools You Need Now to Transform Your Meetings, Events, and Exhibit Space

3/17/2025, 5:00 PM to 5:45 PM

Track: Planning & Execution

Level of Content: Essential

AI is revolutionizing the meeting industry and transforming how professionals plan, manage, and execute successful events and trade shows. In this hands-on workshop, you will explore how AI will disrupt the industry by enabling more efficient planning and resource management, enhancing the attendee experience, providing smarter agenda management, advancing event marketing and promotion, and offering live and post-event analytics and insights, including ethical facial analysis for real-time traffic data. By leveraging the capabilities of AI, meeting professionals and trade show organizers will achieve unprecedented efficiency, personalization, and data-driven insights, ultimately enhancing the overall attendee experience and driving success for organizers.

Learning Objectives:

- Use current AI tools to attract and retain not only attendees, but exhibitors and sponsors.

EXHIBITORLIVE 2025 Session and Speaker Info

- Discuss new applications just hitting the market and what impact they will have on the next phase of generative AI in our industry.
- Utilize valuable efficiencies that allow you more time to think strategically and design meaningful experiences.
- Enhance collaboration through intelligent video conferencing tools.
- Simplify content creation and streamline your workflow.

Speaker(s):

Tim Altbaum, CMP, CMM, CEO, Vario (Speaker)

(Mon3110) Trade Show Success Through Intelligent Lead Capture and Meeting Scheduling

3/17/2025, 5:00 PM to 5:45 PM

Track: Marketing & Sales

Level of Content: Essential

Thought Leadership

Trade shows are a significant investment—are you fully maximizing their potential? Join us to uncover proven strategies and best practices to turn your trade show program into a revenue-generating powerhouse. Learn how to streamline lead capture, automate meeting scheduling, and integrate data to drive ROI and grow your pipeline.

Learning Objectives:

- Efficiently capture and manage leads using a centralized tool.
- Automate meeting scheduling to save time and improve productivity.
- Integrate captured data into your tech stack for faster, more personalized follow-ups.

Speaker(s):

Jenna Maxfield, Principal Solutions Consultant, Sales, Cvent (Speaker)

(Mon4106) Strategic Succession Planning: Ensuring a Seamless Leadership Transition

3/17/2025, 5:00 PM to 5:45 PM

Track: Management & Leadership

Level of Content: Intermediate

Understanding the value of a timely succession plan ensures your organization's smooth transition during leadership changes. This session will delve into the importance of having a well-thought-out succession plan that can maintain the momentum of your program ensuring a seamless transition. Whether you're an emerging leader, mid-career professional, or contemplating retirement, this course is designed to attract attendees of all ages and career stages. It offers invaluable insights for anyone involved in or preparing for temporary or permanent leadership transitions. As a leader dedicated to developing a stellar program, you now face the pivotal task of passing the baton to the next team. This course will equip you with the strategies and tools to tailor

EXHIBITORLIVE 2025 Session and Speaker Info

your succession plan from the outset. You will be prepared to hand over your program confidently, ensuring continuity and ongoing success for your organization.

Learning Objectives:

- Develop and implement a comprehensive succession plan tailored to their organization's needs.
- Assemble a toolkit of standard operating procedures (SOPs), insights, and best practices to facilitate a smooth handover.
- Cultivate leadership skills that demonstrate foresight and preparedness, reinforcing your role as a consummate leader.
- Engage with strategies that are relevant across various career stages, ensuring inclusivity and broader applicability.

Speaker(s):

Christine Sionne, CTSM Diamond, Sr. Trade Show Manager, Hunter (Speaker)

Janice Breuer, CTSM Diamond, Retired Trade Show Marketer, (Speaker)

(Mon4108) Using the Infinity Stones to Champion Social Inclusion

3/17/2025, 5:00 PM to 5:45 PM

Track: Management & Leadership

Level of Content: Essential

Get ready to embark on an extraordinary adventure with "Infinite Inclusion: Using the Infinity Stones to Champion Social Inclusion." This engaging presentation is perfect for planners, hospitality professionals, and anyone eager to elevate their approach to events. Social inclusion means ensuring everyone has equal access and opportunities, and fostering a sense of belonging. We'll explore the profound impact of social inclusion using the iconic Infinity Stones from the Marvel Universe. Each stone represents a key element for creating transformative, inclusive experiences that make every participant feel like a superhero.

Learning Objectives:

- Define the concept of social inclusion, including its importance and the ways it promotes equal access, opportunities, and a sense of belonging for all.
- Discuss the Infinity Stones framework, how each symbolizes a critical component of social inclusion, and how these elements can be applied in various contexts.
- Develop practical skills to implement social inclusion strategies effectively, focusing on enhancing accessibility, engagement, and content curation.
- Improve physical, digital, and experiential accessibility to ensure all participants can engage fully with events and initiatives.
- Create engaging and inclusive experiences that resonate with diverse audiences and foster a sense of belonging.

Speaker(s):

EXHIBITORLIVE 2025 Session and Speaker Info

Justin A. Munoz, Chief of Staff and Head of DEI, Visit San Antonio (Speaker)

(Mon6114) The Engagement Gap: Crossing the Chasm to Create Connections and Conversions

3/17/2025, 5:00 PM to 5:45 PM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

There's a disconnect between your front-line team and the prospects who walk the trade show floor. With busy, overwhelmed attendees passing by, capturing their attention and engaging them is no easy task. Meanwhile, your booth staff may be missing key opportunities to make meaningful connections. In this session, you'll uncover why this Engagement Gap exists and how to close it. Discover the three essential levers that will help your team create genuine interactions, drive interest, and turn connections into conversions. This talk is a must for event managers looking to transform booth interactions into business results.

Learning Objectives:

- Describe why prospects experience the engagement gap (overwhelmed, overbooked, and overlooked).
- Discuss the root causes of why exhibitors add to the engagement gap (unaware, untrained, and unremarkable).
- Take action to bridge the engagement gap utilizing these three levers (undeniable draw, meaningful interactions, and memorable message).

Speaker(s):

Anders Boulanger, CSP, Founder/CEO, Engagify Inc. (Speaker)

(Mon6116) Unlocking the Secrets of Human Psychology for Stronger Audience Engagement

3/17/2025, 5:00 PM to 5:45 PM

Track: Exhibits, Experiences, Events

Level of Content: Advanced

Uncover the hidden influences that shape audience engagement at events in this multi-sensory workshop. Ensure your events or activations don't just follow the latest trends but are grounded in proven science. Learn how to apply the principles of human psychology to maximize the impact of your next event. Join us for an eye-opening session that combines proven research with real-world event applications to transform your approach to event marketing.

Learning Objectives:

- Explain how subconscious emotions shape decision-making and brand perception, using current research and real-world examples.
- Define key psychological principles that determine audience attraction to different event experiences.

EXHIBITORLIVE 2025 Session and Speaker Info

- Discuss the neuroscience of learning and memory retention along with best practices for enhanced learning outcomes.
- Design events to spark desired behavior change.
- Evaluate future brand experiences, ensuring they align with key psychological best practices.

Speaker(s):

James Douglas, Director, Program Strategy, Exhibitus (Speaker)

Matthew R. Beck, Future Leader Award from EDPA (2020), VP Creative, Exhibitus (Speaker)

(Tue7124) Path to CTSM: Insider Secrets from Top Event Managers

3/18/2025, 7:00 AM to 7:45 AM

Track: Personal & Career

Level of Content: Essential

Join us for a panel discussion featuring one CTSM Diamond and four CTSM Gold trade show and event marketing managers who will share their insights and experiences on achieving the highest certification in trade show and event marketing. This session will provide valuable guidance for those aspiring to elevate their careers and attain CTSM certification.

Learning Objectives:

- Discuss how the CTSM program has proven valuable for various career paths.
- Describe the core and elective CTSM classes crucial for building a strong foundation in event management and trade show marketing.
- Utilize effective study strategies and resources that will help you prepare for the CTSM exams.
- Identify best practices for compiling your CTSM portfolio and setting achievable milestones to streamline the process.
- Find a CTSM mentor and maximize the benefits of the mentee/mentor relationship.

Speaker(s):

Erin Lease Hall, CTSM Diamond, Sr. Manager, Events Strategy and Experiences, DrFirst (Facilitator)

Barbara Bowen, CTSM Gold, Exhibits Manager, Southwest Research Institute (Panelist)

Julie DeQuattro, CTSM Gold, MBA, Manager, Event Marketing, UKG (Panelist)

Jessica Simon, CTSM Gold, Manager – Marketing Support & Events, S&C Electric Company (Panelist)

(Tue1008R) How to Measure the Value of Trade Show Participation - Part I: Basic Concepts

3/18/2025, 8:00 AM to 9:30 AM

Track: Measurement & Analytics

Level of Content: Essential

CTSM Required Session

EXHIBITORLIVE 2025 Session and Speaker Info

Learn the building blocks for measuring and growing the value of your trade show and event programs. Upon completion of this session, you will have the knowledge and ability to prove the value of events to your stakeholders and executives. The tools and best practices taught do not require big budgets, big programs, or many resources -- you can do it all yourself, with or without the help of others.

Learning Objectives:

- Ensure that your event investments pay off.
- Identify the four sources of value from event marketing.
- Estimate value for each component of event payback.
- Establish a payback ratio as an index of trade show value.
- Organize and present the results to stakeholders and executives.

Speaker(s):

Joe Federbush, President & Chief Strategist, EVOLIO Marketing (Speaker)

(Tue4110) The Art of Mastering Conflict - Communication Tactics to Navigate Challenging Situations

3/18/2025, 8:00 AM to 9:30 AM

Track: Management & Leadership

Level of Content: Essential

CTSM5 - Approved Elective Substitution

This session will provide you with practical tactics designed to equip you with the skills to manage and respond to conflict effectively during not-so-fun interactions. Participants will understand how biases, perceptions, culture and engagement styles influence conflict dynamics that can hinder communication. This hands-on session will provide attendees with the knowledge and practice to identify common triggers, apply preventive strategies, and utilize expert communication tactics to manage conflict effectively. Join us to transform how you perceive, engage, and manage conflict, turning challenging interactions into opportunities for growth and connection.

Learning Objectives:

- Explore how personal biases, perceptions, and cultural differences influence conflicts and learn strategies to mitigate their effects during conversations.
- Recognize common triggers that can escalate conflicts and understand the dynamics that lead to these triggers, aiming to develop preventive strategies.
- Acquire communication skills tailored to managing and resolving conflicts across different mediums, including face-to-face, online, and written communication.
- Apply responsive communication tactics that can help de-escalate conflicts, promote understanding, and facilitate productive outcomes. During the session, participants will practice these tactics through role-playing exercises.

EXHIBITORLIVE 2025 Session and Speaker Info

Speaker(s):

Sherron Washington, MA, CEO and Strategic Marketing Strategist, The P3 Solution (Speaker)

(Tue5102) International Exhibitions: Creating Intercultural Brand Experiences

3/18/2025, 8:00 AM to 9:30 AM

Track: Global Exhibit Marketing

Level of Content: Intermediate

CTSM5 - Approved Elective Substitution

In an increasingly interconnected world, navigating multicultural dimensions is paramount for exhibition professionals. Our session offers a deep dive into understanding and managing cultural diversity in trade shows and corporate events. This session draws on the speaker's vast expertise in leading multicultural teams across more than 35 countries. Participants will explore key cultural dimension models like Hofstede's and Trompenaars and Hampden-Turner's, learning to adapt marketing strategies and team dynamics to diverse cultural contexts. Through engaging case studies and interactive exercises, attendees will gain practical skills for crafting effective multicultural marketing messages and resolving cross-cultural conflicts, enhancing their ability to create memorable and inclusive brand experiences at international exhibitions.

Learning Objectives:

- List and define major cultural dimension models.
- Apply cultural models to analyze and interpret interactions within multicultural teams and client relationships, using case studies and group exercises.
- Construct effective communication and marketing strategies that address and respect cultural differences, enhancing engagement and effectiveness at international exhibitions.
- Evaluate the effectiveness of different marketing approaches tailored to diverse cultural audiences and decide on the best strategies for specific regional campaigns.
- Design and propose innovative ideas for creating global brand experiences using cultural dimensions and communication strategies.

Speaker(s):

Luciano Mociulsky, CTSM, Founder Director, Seres Group (Speaker)

(Tue6020R) The @show Experience: Understand the Essentials of Exhibit Design

3/18/2025, 8:00 AM to 9:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Essential

CTSM Required Session

This session will explain the fundamentals of exhibit design and how they apply to your current and future programs. Whether you manage a large global program or a series of small linear exhibits, this interactive session will increase your confidence and improve your understanding of how to design exhibits and @show experiences.

EXHIBITORLIVE 2025 Session and Speaker Info

Learning Objectives:

- Analyze the origin and essentials of exhibit design to grasp the foundational concepts.
- Examine the link between form and function in exhibit design to appreciate their interdependence.
- Review lighting terms and techniques, and explore why lighting can be the biggest impact factor in your exhibit.

Speaker(s):

Errol Ahearn, Account Director, Spiro (Speaker)

(Tue6118) Create Powerful In-booth Experiences to Amplify Key Messages

3/18/2025, 8:00 AM to 9:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

Discover the secrets to transforming your trade show booth into a dynamic, interactive space that effectively communicates your brand's key messages while creating memorable and impactful booth experiences. This session will explore a variety of interactive elements, ranging from cost-effective, easy-to-implement ideas to more advanced strategies designed to engage attendees and foster meaningful conversations. Real-world examples and practical tips will illustrate how you can bring interactive experiences into booths of any size, whether you have a small inline (10x10) or a large island (20x20+). By the end of this session, you'll be equipped with innovative ideas and actionable techniques to transform your booth into an experiential marketing powerhouse that leaves a lasting impression on attendees.

Learning Objectives:

- Discuss the purpose and impact of interactives.
- Develop a list of ideas for interactives that supports your key messages.
- Evaluate the effectiveness of their interactive ideas.
- Integrate interactives into the marketing mix.

Speaker(s):

Deanna L. Krause, CTSM Diamond, Trade Show and Event Strategist, Trade Show Warrior (Speaker)

(Tue6120) What Attendees Really Want from Exhibitors

3/18/2025, 8:00 AM to 9:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

In the events and exhibitions industry, we hear a lot about attendee engagement. But what does that really mean? It starts with strategy. Get an exclusive look into the attendee mindset and especially NextGen attendees from Freeman's Exclusive Tradeshow Report. Explore how exhibitors can improve the quality—not just quantity—of engagement with attendees. What are your

EXHIBITORLIVE 2025 Session and Speaker Info

target audience's interests and needs? How does your product or service solve your ideal customer's challenge? How can you best showcase solutions in the exhibit space? The more you can reframe your interaction around specific needs, the more you can achieve better interactions, quality conversations, more qualified leads, and increased ROI. This interactive session will include a first look at 2025 audience needs and include small group brainstorm, large group discussions, and hands-on worksheets to drive engagement and ROI.

Learning Objectives:

- Optimize attendee engagement before, during and after the event.
- Align company goals with exhibit strategy and measure tactics.
- Leverage resources wisely including where and how to exhibit.

Speaker(s):

David Saef, CTSM Diamond, SVP, Strategy, Freeman (Speaker)

(Tue6146) Measuring Carbon Footprints in Events: A Sustainable Path Forward

3/18/2025, 8:00 AM to 9:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Essential

Thought Leadership

Join us for an insightful session on integrating carbon measurement into event planning. We'll explore how to get started, navigate the journey, secure stakeholder buy-in, maintain momentum, and create a path toward certification. Learn more about the data requirements and what components make up the carbon emission of your event. This session is designed for trade show and corporate event marketers committed to sustainability and eager to make a positive environmental impact.

Learning Objectives:

- List the initial steps for incorporating carbon measurement into event planning.
- Discuss strategies for engaging stakeholders and maintaining momentum throughout the process.
- Identify the pathway to achieving certification and ensuring long-term sustainability in events.

Speaker(s):

Rachael Riggs, CMP, DES, SEPC, General Manager - Environmental Strategies, Maritz (Speaker)

Glenn Hansen, CSR-P, ACSAP, CEO and Founder, Reduce 2 (Speaker)

Bridget Switzer, Director - Environmental Strategy, Maritz (Speaker)

(Tue7116) Optimizing Job Search Strategies: Navigating ATS, Market Challenges, and Resume Best Practices

3/18/2025, 8:00 AM to 9:30 AM

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Track: Personal & Career
Level of Content: Essential

In today's competitive job market, understanding how to craft an ATS-compliant resume is just the beginning. This session will guide trade show and event marketing professionals through the essentials of preparing a resume that stands out, including cover letter tips and the importance of formatting. We will also explore the role of Applicant Tracking Systems (ATS) in shaping the job search process and discuss external factors such as market cycles, inflation, and global unrest that can affect job prospects. Additionally, attendees will learn about key challenges like pay compression, job burnout, and navigating job search scams. By the end of this session, you'll be equipped with actionable strategies to tackle the modern job market and optimize your search efforts.

Learning Objectives:

- Identify the essential components of an ATS-compliant resume and cover letter and understand how to leverage the resume and letter to conduct job search strategies, using numerous digital and traditional channels.
- Understand the impact of external factors, such as economic cycles, seasonality, inflation, current events and market factors that influence job search strategies.
- Evaluate common job search challenges, including pay compression, burnout, and navigating job scams.
- Apply best practices for resume submission and alternative job search channels to enhance job hunting success.

Speaker(s):

Allan Brown, Principal, Resumes by Allan Brown (Speaker)

(Tue1009R) How to Measure the Value of Trade Show Participation - Part II: Practical Application

3/18/2025, 10:00 AM to 11:30 AM
Track: Measurement & Analytics
Level of Content: Essential
CTSM Required Session

Apply what you learned in the basic trade show value measurement concepts session (part 1) to your own program. Examples, case studies and worksheets will be provided during this interactive session. You will develop best practices in measuring and proving the value of tradeshow, receive guidance on ways to measure your tradeshow program right away, and learn how to optimize your event portfolio using the right tools to make more informed decisions and report meaningful and actionable results back to your stakeholders and executives.

Learning Objectives:

- Assess your program's strengths and weaknesses.
- Work with the four elements of value.

EXHIBITORLIVE 2025 Session and Speaker Info

- Estimate appropriate event budgets, staff and exhibit sizes.
- Optimize your event portfolio and select and invest wisely.
- Apply various types of measurement techniques to complement return on investment (ROI).

Speaker(s):

Joe Federbush, President & Chief Strategist, EVOLIO Marketing (Speaker)

(Tue2130) Creating Unforgettable Attendee Experiences with Tech Magic

3/18/2025, 10:00 AM to 11:30 AM

Track: Planning & Execution

Level of Content: Intermediate

Sprinkle some tech fairy dust and transform your events and tradeshow into unforgettable experiences! In this dynamic session, you'll hear from tech-savvy professionals and their clients as they share captivating success stories of using #eventtech to elevate ordinary events and tradeshow into extraordinary ones.

Learning Objectives:

- Explore the magic of tech implementation and effectively leverage technology to boost participants' engagement.
- Apply insights from case studies on successful and challenging tech implementations.
- Develop actionable engagement strategies to captivate your audience and enhance your events.

Speaker(s):

Dahlia El Gazzar, Tech Evangelist + Idea Igniteur + Netweaver, DAHLIA+Agency (Speaker)

(Tue3100) Utilizing AI to Position and Elevate Your Corporate Brand

3/18/2025, 10:00 AM to 11:30 AM

Track: Marketing & Sales

Level of Content: Intermediate

Ever wanted to refine or amplify your brand presence? This interactive session will help you discover how Artificial Intelligence (AI) can enhance your corporate brand by giving you the tools to help boost your visibility and influence. This hands-on workshop will provide techniques and tools necessary to navigate effective brand positioning in this highly competitive digital landscape. Additionally, you will discover how to leverage A.I. to craft and distribute high-quality, consistent content that aligns with and strengthens your brand identity. This workshop will empower attendees with the skills and insights needed to effectively refine and elevate their brand presence using the power of AI. Participants are encouraged to bring their laptop computers and set up ChatGPT before the session.

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Learning Objectives:

- Discuss the role of AI in enhancing your corporate brand and identify AI driven tools for enhanced brand positioning.
- Create consistent, high-quality content for your brand through AI solutions.
- Utilize strategies for leveraging AI to monitor and maintain your brand reputation.

Speaker(s):

Sherron Washington, MA, CEO and Strategic Marketing Strategist, The P3 Solution (Speaker)

(Tue6017R) Graphics Boot Camp: The Basics Every Event Manager Should Know

3/18/2025, 10:00 AM to 11:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Essential

CTSM Required Session

Not all graphics are created equal—and neither is their impact. Improve your knowledge of this important subject during this session, which covers the basics of graphic planning and production with a specific focus on trade shows and events.

Learning Objectives:

- Discuss the essentials of graphic production for effective visual communication.
- Control the graphic production process and manage internal customer expectations and needs.
- Grasp the basics of environmental graphics and their role in creating engaging spaces.
- Integrate key messages into graphic designs to enhance communication effectiveness.
- Plan and assess the budgetary impact of graphic production to optimize resource allocation.

Speaker(s):

Brian Baker, Vice President, Highmark TechSystems (Speaker)

(Tue6106) Learn the Untapped Basics to Design a Bold Pop-up: Attract Attendees, Save Money, Stand Out

3/18/2025, 10:00 AM to 11:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Essential

Learn the critical basics to develop a bold pop-up or 10' x 10' experience. Budgets are tight, timelines are constrained and the events and show floors are cluttered. You'll get the simple key takeaways to design a cost-effective, bold pop-up. Learn the simple steps to elevate your pop-up or portable exhibit to reach attendees and stand out in the sea of sameness. In this interactive class, you'll get a hands-on tour of new pop-ups in the classroom which support the key takeaways.

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Learning Objectives:

- Learn 5 key tools and ideas to apply to any pop-up or portable exhibit to attract attendees and stand out.
- Identify the singular focus of your pop-up for clarity and focus.
- Localize your pop-up with talent, ideas & expertise from local small business to add local flair to your experience.
- Experience the key takeaways and ideas in action via a hands-on tour of the pop-ups and experiences in the room.

Speaker(s):

Victor M. Torregroza, Experiences Program Manager, Intel Corporation (Speaker)

(Tue6122) Experiential Isn't the Objective: Being Memorable Is

3/18/2025, 10:00 AM to 10:45 AM

Track: Exhibits, Experiences, Events

Level of Content: Essential

Thought Leadership

Explore the science behind memory formation and the impact of memorable brand experiences through sensory engagement. Attendees will learn how memories are created in the brain and then encoded into long-term memories. The discussion will also address the significance of crafting memorable brand experiences and how what we choose to do—or not do—can influence memory retention. By understanding these mechanisms, participants can better deploy the power of memory in shaping perception of their brand.

Learning Objectives:

- Name the 5 keys to crafting an unforgettable experience.
- Describe the 8 mental hacks that every marketer must know.
- Implement 3 techniques for optimizing memory retention.

Speaker(s):

Andrew Childers, Director of Business Development, Steelhead Productions (Speaker)

Rhiannon Andersen, CMO, Steelhead Productions (Speaker)

(Tue7114) Interview Like a Pro: Preparation, Etiquette, and Showcasing Your Skills

3/18/2025, 10:00 AM to 11:30 AM

Track: Personal & Career

Level of Content: Essential

Preparing for an interview goes beyond knowing your resume—it's about understanding how your skills align with the company's needs and showcasing that you're the perfect fit. This session will help trade show and event marketing professionals prepare for various interview formats,

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including phone screenings, video meetings, 1:1 conversations, and group interviews. We'll dive into company research, personal presentation, and mastering interview etiquette to make a positive impression at every stage. From demonstrating your value to handling common interview scenarios, this session will provide practical tips for acing the interview process and boosting your confidence as a job candidate.

Learning Objectives:

- Differentiate between phone, video, 1:1, and group interview formats and their unique requirements.
- Apply research techniques to align your skills with a company's product or service offering.
- Demonstrate professional etiquette across various interview settings to leave a positive impression.
- Develop strategies to confidently communicate your value and "fit" during interviews.
- Discuss the most appropriate questions the candidate should ask the hiring manager.

Speaker(s):

Allan Brown, Principal, Resumes by Allan Brown (Speaker)

(Tue7118) Nailing Non-verbals: Decoding In-booth Body Language for More Meaningful Interactions

3/18/2025, 10:00 AM to 11:30 AM

Track: Personal & Career

Level of Content: Intermediate

In a bustling trade show environment, how do you make every interaction count? "Nailing Non-Verbals - Decoding in-booth body language for more meaningful interactions" will explore the subtle art of reading and sending non-verbal cues. From understanding posture, tone of voice, and body positioning to recognizing when someone is truly engaged, this workshop will help you sharpen your ability to connect on a deeper level. Learn practical strategies to interpret body language, create more genuine connections, and enhance your booth presence with confidence. Don't miss out on unlocking the power of non-verbal communication to boost your impact.

Learning Objectives:

- Describe the sweet spot where their booth staff need to be on the charisma quadrant - combining warmth and competence to create charisma.
- Describe how and why we should bridge into personal space.
- Mirror and match to attain rapport in social interactions.
- Identify the non-verbals of the voice: pitch, pace, modulation, tone and volume.
- Utilize power poses - taking up more space gives you leadership qualities and internally changes your body chemistry.

Speaker(s):

Anders Boulanger, CSP, Founder/CEO, Engagify Inc. (Speaker)

(Tue7120) Accelerate Action: Leadership Influencing Strategies for Event Marketers

3/18/2025, 10:00 AM to 11:30 AM

Track: Personal & Career

Level of Content: Advanced

Discover how trade show and corporate event marketing professionals can effectively secure buy-in and support from cross-functional teams and senior leadership. This session introduces a proven 5-step process to help you integrate key strategies into your daily business operations and leadership development plan. Participants will gain insights into enhancing leadership influence, improving strategic communication, and aligning event marketing objectives with overarching business goals. By attending, you will learn how to position yourself as a strategic leader within your organization, driving greater impact and collaboration.

Learning Objectives:

- Establish trust and strong relationships with key stakeholders.
- Identify the needs and priorities of the C-suite and other departments.
- Articulate value of event marketing in meeting organizational goals and build persuasive business cases.
- Address concerns and objections from executives and team members, demonstrating problem-solving and innovative thinking skills.
- Secure support in your event marketing initiatives.

Speaker(s):

Andrea Christopherson, Head of Experiential, Tradeshow, Events, & Venues, SearchWide Global (Speaker)

(Tue9001) Exhibit Hall Innovation Tour

3/18/2025, 1:00 PM to 2:15 PM

Track: Exhibit Hall Tour

Level of Content: Intermediate

Join this exclusive guided walking tour through the exhibit hall to discover the latest innovations. Visit select exhibitors showcasing innovative products and solutions that address your immediate challenges. Participating companies will provide a brief presentation during the tour at their booth. You'll receive a list of participating companies and booth numbers for easy follow-up and reference. The tour will wrap-up with a group discussion to share insights and observations.

Learning Objectives:

Speaker(s):

Kadra Bergman, CTSM, Event Manager, W. L. Gore & Associates (Tour Guide)

Bob Milam, Trade Show Bob, TSB Enterprises (Tour Guide)

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Marc Crosier, Senior Event Manager, Sirtex Medical (Tour Guide)

(Tue9002) Exhibit Hall Innovation Tour

3/18/2025, 3:00 PM to 4:15 PM

Track: Exhibit Hall Tour

Level of Content: Intermediate

Join this exclusive guided walking tour through the exhibit hall to discover the latest innovations. Visit select exhibitors showcasing innovative products and solutions that address your immediate challenges. Participating companies will provide a brief presentation during the tour at their booth. You'll receive a list of participating companies and booth numbers for easy follow-up and reference. The tour will wrap-up with a group discussion to share insights and observations.

Learning Objectives:

Speaker(s):

Kadra Bergman, CTSM, Event Manager, W. L. Gore & Associates (Tour Guide)

Bob Milam, Trade Show Bob, TSB Enterprises (Tour Guide)

Marc Crosier, Senior Event Manager, Sirtex Medical (Tour Guide)

(Tue4112) How Do I Delegate If I Have Trust Issues? (asking for a Friend)

3/18/2025, 5:00 PM to 5:45 PM

Track: Management & Leadership

Level of Content: Essential

Learn how to assign tasks without the worry. Whether you are in charge of a large team or are working with vendors for the first time, leave the session with a renewed sense of confidence in the team you work with. Learn how to start with a new relationship and build confidence in the team and know when to pivot when goals aren't met. Give feedback well and help your team increase in abilities. In this session we will look at the ways you can have success and not have to stress about the results.

Learning Objectives:

- Identify strengths of the team and assign tasks based on those strengths.
- Establish clear expectations and communicate effectively so expectations are met in a timely fashion.
- Monitor progress not people, and learn to give authority to team members not just tasks.
- Provide constructive feedback and be ready to pivot if tasks are not being fulfilled in a timely fashion.
- Delegate with confidence and review with team in a calm and non critical way.

Speaker(s):

Kodi Morton, CTSM Diamond, Sr. Marketing and Events Specialist, Bruker Scientific (Speaker)

(Tue5104) Key Differences and Opportunities Between the US and Latin America

3/18/2025, 5:00 PM to 5:45 PM

Track: Global Exhibit Marketing

Level of Content: Essential

In this session, we'll explore the key differences and opportunities when exhibiting in the US versus Latin America. We'll start by examining cultural differences, focusing on language and communication styles that can significantly impact your interactions and business outcomes. Understanding these nuances is crucial for building strong relationships and effectively conveying your message. We'll also discuss the materials and logistical considerations specific to each region, helping you anticipate what to expect and how to prepare. Additionally, we'll address common fears and misconceptions about exhibiting in Latin America, debunking myths and offering insights that empower you to approach these markets with confidence. Whether you're new to the Latin American market or looking to deepen your understanding, this session will equip you with the knowledge and strategies needed to succeed

Learning Objectives:

- Identify and understand key cultural differences, adapt their communication strategies to better engage with LATAM audiences, fostering stronger relationships and successful business interaction
- Identify essential materials and anticipate logistical needs for exhibitions in Latin America, enabling them to effectively prepare and navigate the unique regional requirements
- Recognize and overcome common fears and misconceptions about exhibiting in Latin America, gaining the confidence and insight needed to approach these markets with informed strategies.
- Develop strategies to address and mitigate common concerns about exhibiting in Latin America, ensuring they are prepared to navigate challenges and capitalize on opportunities in the region.

Speaker(s):

Nayeli Bielva, COO, Happy Projects (Speaker)

(Tue6124) Attendee Engagement Best Practices from CEIR's Research Study

3/18/2025, 5:00 PM to 5:45 PM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

Exhibiting at in-person trade shows is a powerful medium. Participating in the right shows can accomplish many positive outcomes that draw your target audiences. However, for your exhibit program to succeed, you must invest in the right attendee engagement tactics aligning with your overall exhibiting goals.

EXHIBITORLIVE 2025 Session and Speaker Info

Come to this session to learn about the latest trends from CEIR's new study on maximizing attendee and exhibitor engagement during trade shows. Your active participation will be essential! Bring your ideas, engage in 'mash-up' discussions with peers, and maximize this learning opportunity.

Learning Objectives:

- Describe effective methods to engage attendees directly within your booth.
- Discuss services that enhance overall outcomes for exhibitors.
- Utilize successful promotional tactics that exhibitors can implement independently.
- List impactful activities outside the booth that amplify your exhibiting impact.
- Align your exhibit program with high-impact strategies that resonate with attendees.

Speaker(s):

Nancy Drapeau, IPC, VP of Research, CEIR (Speaker)

(Tue6128) Applying Gen Z and Youth Culture Research to Trade Shows and Events

3/18/2025, 5:00 PM to 5:45 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

As Gen Z rapidly becomes a dominant consumer and workforce demographic, trade show and event professionals must adapt to meet their unique preferences and expectations. This workshop provides a deep dive into the latest new and surprising research on Gen Z and youth culture, offering actionable insights for designing trade show experiences that captivate and engage this tech-savvy, socially conscious generation. Through real-world examples, interactive discussions, and practical strategies, participants will learn how to create immersive, authentic, and inclusive experiences that resonate with younger audiences. From leveraging emerging technologies like AI to integrating sustainability initiatives and influencer collaborations, this workshop equips trade show managers and event marketers with the tools to stay ahead of the curve.

Learning Objectives:

- Identify what motivates Gen Z, including their core values of authenticity, social consciousness, and the demand for inclusive and diverse experiences. This objective will help participants tailor their marketing and event strategies to align with Gen Z's
- Discuss cutting-edge techniques and technologies such as AI, and interactive displays that captivate Gen Z's attention. By integrating immersive experiences into trade shows and events, participants will learn how to create memorable touchpoints that reso
- Craft Authentic and Transparent Brand Stories
- Discover the importance of transparency and authenticity in building brand loyalty with Gen Z. Participants will learn to craft compelling narratives that reflect their brand's genuine values and mission, fost

EXHIBITORLIVE 2025 Session and Speaker Info

- Utilize real-time data and AI-driven tools to deliver personalized experiences at trade shows and events. Whether through interactive content, custom offers, or instant product recommendations, participants will explore strategies to provide Gen Z attendees

Speaker(s):

Mitch Mitchem, CEO and Co-Founder, HIVE Interactive (Speaker)

Kariana Mitchem, Event Design and On-Site Leader, HIVE Interactive (Speaker)

(Tue6130) Eco-innovations and Sustainability: Reusing Exhibits for a Greener Planet

3/18/2025, 5:00 PM to 5:45 PM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

Reduce the carbon footprint of your booth with our interactive eco-makeover session! It is no longer enough to just add greenery or recycled material when building your exhibit. In fact, climate experts recommend moving away from recycling - limited and costly process with substandard material once recycled. Instead, for a greener future, our industry must 'build to last' and adopt eco-innovations. We will demonstrate how you can plan, design and build sustainability into your booth. The session will demonstrate how incorporating eco-innovation will make both planetary and economic sense for your booth.

Learning Objectives:

- List the environmental benefits of reusing and repurposing exhibit materials.
- Identify eco-friendly materials and technologies that can be incorporated into booth design.
- Integrate digital solutions for immersive experiences and content sharing with less waste.
- Optimize logistical efficiency with shipping and storage at service centers.
- Measure the environmental and financial impact of your reuse initiatives.

Speaker(s):

Niru Desai, VP of Strategy, Skyline Exhibits (Speaker)

Annette J. Carroll, Director of Marketing, Okuma (Speaker)

Adam Deming, Creative Director, Skyline Exhibits (Speaker)

(Wed1108) Crafting Effective KPIs for Tradeshow Activations: A Step-by-Step Guide

3/19/2025, 8:00 AM to 9:30 AM

Track: Measurement & Analytics

Level of Content: Advanced

CTSM5 - Approved Elective Substitution

For seasoned event marketers, measuring success at tradeshows extends beyond basic foot traffic counts. This comprehensive, hands-on workshop will guide attendees through setting, refining, and optimizing KPIs for tradeshow activations at various levels—from foundational metrics to advanced engagement analysis. With detailed case studies from FastSensor's clients,

EXHIBITORLIVE 2025 Session and Speaker Info

attendees will gain practical insights into harnessing event metrics, assessing ROI, and optimizing booth performance.

Learning Objectives:

- Identify, apply, and refine foundational, intermediate, and advanced KPIs for various types of tradeshow activations.
- Develop a roadmap for evolving event metrics that align with business objectives and maximize ROI and strategic insights for future activations.
- Describe how to utilize FastSensor's analytics tools to effectively measure and analyze visitor engagement and traffic patterns.

Speaker(s):

Laurie Sharp, President, SharpEXP (Facilitator)

Sam Ogren, Marketing Specialist, Access TCA (Panelist)

Lynn Reves, VP – Marketing & Results Strategy, Exhibitus (Panelist)

Kelsey Schneider, Director of Global Events and Experiences, GE HealthCare (Panelist)

Greg Ventzke, VP Client Services, Stamm Media (Panelist)

Kalon Welch, EVP of Business Development and Co-Owner, FastSensor (Panelist)

(Wed2008-A) Half-day Workshop: Ten Strategies to Generate More Top-quality Booth Traffic

3/19/2025, 8:00 AM to 11:30 AM

Track: Planning & Execution

Level of Content: Essential

CTSM5 - Approved Elective Substitution

Almost every exhibiting goal is easier to achieve when enough of the right professionals visit your trade show booth. So, whether you're new to your role and not sure where to start or you've been exhibiting for a while and wonder how you could refresh your typical approach to drive even more quality traffic to your booth, you're in the right place!

Learning Objectives:

- Identify ten strategies to attract more top-quality attendees to your booth.
- List the three key action steps required to complete each strategy successfully.
- Collaborate with your peers to brainstorm the specific ways you'll incorporate at least one of the ten strategies right away.

Speaker(s):

Robyn Davis, CPTD, CEM, Trade Show Trainer/Consultant, Exhibitors WINH (Speaker)

(Wed2101R) Show Ready: Your Guide to Trade Show Operations

3/19/2025, 8:00 AM to 9:30 AM

Track: Planning & Execution

Level of Content: Essential

CTSM Required Session

EXHIBITORLIVE 2025 Session and Speaker Info

This course equips trade show managers with the core skills and knowledge necessary to excel in show operations. You'll dive deep into exhibit types, uncover the critical rules and regulations, and master those service forms like a pro. Additionally, the class provides an in-depth overview of different vendor categories and how to engage with them effectively. Whether you're managing a small booth or a large exhibit, this class ensures you're ready to tackle every challenge.

Learning Objectives:

- Describe different exhibit types to maximize your impact on the show floor.
- Navigate the complexities of rules and regulations to avoid surprises and ensure seamless compliance.
- Select the right vendors to get the best support and services.
- Master the process of completing service order forms to eliminate last-minute issues and avoid unexpected costs.

Speaker(s):

Melanie Swanson, CTSM Diamond, CMP, Senior Events Specialist, Bruker (Speaker)

Deanna L. Krause, CTSM Diamond, Trade Show and Event Strategist, Trade Show Warrior (Speaker)

(Wed2132-A) Half-day Workshop: AI Fundamentals for Trade Show and Event Marketing

3/19/2025, 8:00 AM to 11:30 AM

Track: Planning & Execution

Level of Content: Essential

Artificial Intelligence (AI) is transforming how businesses approach trade show and event marketing. This hands-on workshop provides a foundational understanding of how AI can be integrated into your marketing strategy to enhance attendee engagement, improve lead generation, and optimize event execution. Participants will explore the practical applications of AI tools in trade shows and events, from personalized marketing campaigns and real-time data analytics to automation and AI-powered customer insights. This session is designed to equip marketers, event planners, and exhibitors with essential knowledge on harnessing AI to create impactful, efficient, and innovative marketing strategies that drive results.

Learning Objectives:

- Discuss how AI is transforming the way trade shows and events are marketed, from automating repetitive tasks to driving more personalized attendee engagement.
- Create tailored marketing campaigns and personalized event experiences, helping to build deeper connections with attendees.
- Harness AI to analyze event data and attendee behaviors, leading to smarter decision-making and more targeted marketing strategies.
- Utilize AI for lead scoring and follow-up. Explore how AI can help prioritize leads based on engagement and interactions, allowing for more effective and timely follow-up efforts.

EXHIBITORLIVE 2025 Session and Speaker Info

Speaker(s):

Mitch Mitchem, CEO and Co-Founder, HIVE Interactive (Speaker)

David Hanscom, CPME, Chief Creative Officer (CCO) and AI Expert, HIVE Interactive (Speaker)

(Wed3011R) How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program

3/19/2025, 8:00 AM to 9:30 AM

Track: Marketing & Sales

Level of Content: Essential

CTSM Required Session

Events and tradeshow are the front lines of brand building and exhibit managers should be leading the charge. This session is designed to explore how exhibit managers can take a more active role in building their company's brand and therefore be more valuable to their organization.

Learning Objectives:

- Use consistency to strengthen your exhibit and event marketing.
- Leverage brand assets throughout your organization.
- Train and use your staff to their fullest extent.
- Measure your results and report them in the context of brand building.
- Build consensus within management of your role in brand building.

Speaker(s):

Scott Leech, Senior Partner, BrandSpeak (Speaker)

(Wed4114) From Less to More: Boost Leadership Buy-in and Budgets for Events.

3/19/2025, 8:00 AM to 9:30 AM

Track: Management & Leadership

Level of Content: Intermediate

If 'doing more with less' feels like your permanent job description, is it time to switch it up? This interactive workshop will show you how to break out of the status quo, boost leadership buy-in, and position yourself for bigger budgets and bolder event strategies.

Join us for a hands-on session where you'll learn how to capture executive attention, increase your strategic influence over budgets, and secure the necessary support to take your events to the next level. Connect and share with industry peers facing similar challenges as you learn new approaches and practice real-world scenarios during role-play exercises.

Empower your event team to navigate internal stakeholders and budget constraints with confidence - and win back a seat at the table.

Learning Objectives:

- Shift from Tactical Execution to Strategic Leadership. Participants will learn how to position themselves as strategic contributors who influence decision-making, budgets, and event strategy at the leadership level.

EXHIBITORLIVE 2025 Session and Speaker Info

- Apply Stakeholder Engagement and Influence Techniques. Attendees will develop the skills to engage skeptical stakeholders, build receptivity, and develop stronger support for event initiatives.
- Craft Data-Driven Proposals that Capture Leadership Attention. Participants will learn how to create persuasive, data-backed proposals that demonstrate clear value, making it easier to secure leadership buy-in and larger budgets.
- Practice New Techniques to Real-World Scenarios. During this session, participants will collaborate in small groups to apply these new techniques to anonymized case studies, gaining valuable hands-on experience with real-world scenarios.

Speaker(s):

James Douglas, Director, Program Strategy, Exhibitus (Speaker)

Liz Lathan, Co-Founder, CMO, The Community Factory (Speaker)

(Wed6132) LEADing Beyond: Toshiba's Award-winning Conference and What You Can Learn from It

3/19/2025, 8:00 AM to 9:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Advanced

Toshiba's Stevie award-winning LEAD Beyond three-day event dazzled guests, where more than 800 employees, clients, resellers, technology partners, and industry media and analysts converged. Learn how Toshiba's 'Moments of Discovery' activations allowed conference goers to use all their senses to share their favorite event moments, vote for top workplace requirements and gather key information. Hear how post-event metrics continue to justify these types of events to the C-Suite in new business opportunities, social media impressions, advertising equivalency value and customer satisfaction ratings.

Learning Objectives:

- Apply strategies to engage audiences through the course of an event.
- Lead an ideation process for interactions that entertain and inform.
- Manage the unexpected onsite to keep your event on track.
- Measure post-event impact and report to leadership metrics that matter.
- Amplify your experiential chops and the longevity of your event through award opportunities.

Speaker(s):

Stacie BeVille, Vice President, Strategic Accounts, Exhibitus (Speaker)

Jill Huffman, Program and Events Manager, Toshiba America Business Solutions (Speaker)

Maegan Lujan, Director, Solutions & Services, Toshiba America Business Solutions (Speaker)

Kerstin Woods, VP, Solutions and Outbound Marketing, Toshiba America Business Solutions (Speaker)

EXHIBITORLIVE 2025 Session and Speaker Info

(Wed8102) Exhibitions Industry Collective: Driving the Industry Forward Together

3/19/2025, 8:00 AM to 8:45 AM

Track: Exhibition Industry

Level of Content: Intermediate

In January 2024, six business events industry associations formed the Exhibitions Industry Collective to shape the future of the exhibitions industry by focusing on workforce development, health and safety, and sustainability. Join this informative and interactive session to learn what the Collective has accomplished in its first year, its priorities for 2025, and how its work can impact your organization. Hear directly from the leaders of the Collective and discover how you can get involved in shaping the future of the industry. Don't miss this opportunity to stay informed and contribute to the ongoing progress of the exhibitions industry.

Learning Objectives:

- Identify the six business events industry associations that formed the Exhibitions Industry Collective.
- Summarize the accomplishments of the Exhibitions Industry Collective in its first year.
- Describe the priorities the Collective has set for 2025.
- Discuss how the Collective's initiatives in workforce development, health and safety, or sustainability could apply to your organization.

Speaker(s):

Tommy Goodwin, FASAE, CAE, PMP, CMP, Vice President, Exhibitions & Conferences Alliance (Facilitator)

Marsha Flanagan, M.Ed., CEM, President & Chief Executive Officer, International Association of Exhibitions and Events (Panelist)

Julie Kagy, CEM, Executive Director, Exhibition Services & Contractor Association (Panelist)

Dasher Lowe, Executive Director, Experiential Designers & Producers Association (Panelist)

Trevor Mitchell, MBA, FASAE, CAE, CDP, President & Chief Executive Officer, International Association of Venue Managers (Panelist)

Vincent Polito, Chief Executive Officer, Society of Independent Show Organizers (Panelist)

(Wed1110) Return on Emotion: How to Design and Measure ROE

3/19/2025, 10:00 AM to 11:30 AM

Track: Measurement & Analytics

Level of Content: Intermediate

You always hear about the importance of creating an emotional connection with event participants, but no one tells you what those emotions are or how to measure them. The research study that we undertook in 2021 dives into this topic – and the results show there are FIVE emotions you need to evoke at your event to drive connections and achieve business outcomes: hopeful, adventure, active, accepted, and motivated. In this session, we'll explore those emotions, how you can design programs to elicit them, and how you can measure the results to ensure your experience will drive business.

EXHIBITORLIVE 2025 Session and Speaker Info

Learning Objectives:

- Discuss how return on emotion is related to return on investment.
- Define and design the 5 emotions that are necessary to drive business.
- Describe what engagement means and how to measure it.

Speaker(s):

Liz Lathan, Co-Founder, CMO, The Community Factory (Speaker)

(Wed2105R) From Chaos to Control: Project Management Best Practices to Ensure Success

3/19/2025, 10:00 AM to 11:30 AM

Track: Planning & Execution

Level of Content: Essential

CTSM Required Session

Feeling like you're juggling flaming swords while managing exhibit deadlines, vendors, and stakeholders? You're not alone! In this class, we tackle the chaotic, high-pressure world of trade show management head-on. Say goodbye to missed deadlines and scattered to-do lists. We'll show you how to stay cool under pressure, organize the madness, and wrangle vendors like a pro. From prioritizing deadlines to keeping stakeholders engaged (without losing your mind), this class is packed with tips and tools that'll turn you into an exhibit management pro! Walk in overwhelmed, and walk out ready to conquer your next event with ease.

Learning Objectives:

- Gather the key information needed to manage an exhibit effectively.
- Identify and create tools to stay organized.
- Simplify deadline management.
- Keep stakeholders aligned and engaged.
- Manage vendor relationships and deliverables.

Speaker(s):

Deanna L. Krause, CTSM Diamond, Trade Show and Event Strategist, Trade Show Warrior (Speaker)

Melanie Swanson, CTSM Diamond, CMP, Senior Events Specialist, Bruker (Speaker)

(Wed4007R) Exhibit Law Primer: Legal Concepts and Practical Advice

3/19/2025, 10:00 AM to 11:30 AM

Track: Management & Leadership

Level of Content: Essential

CTSM Required Session

This session will provide a comprehensive yet easy-to-understand review of the high-level legal statutes that apply to and impact trade shows, exhibits and events -regardless of size. This session will focus on contracting basics, specific contract clauses that cause liability, breach, modifications, and intellectual property rights.

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Learning Objectives:

- Identify potential legal consequences that can arise from common real-life situations.
- Describe how to evaluate the apparent and hidden risk potential of various decisions, actions and situations.
- Discuss standard best practices and the business decisions associated with them.

Speaker(s):

Kelly F. Bagnall, Partner, Holland & Knight (Speaker)

(Wed5106) Going Global: Mastering International Exhibiting

3/19/2025, 10:00 AM to 11:30 AM

Track: Global Exhibit Marketing

Level of Content: Essential

Are you preparing to exhibit outside of North America? Navigating international trade shows involves much more than understanding different terms and measurement systems—it requires a deep dive into local customs, global branding, and the nuances of each market. In this session, you'll gain invaluable insights from seasoned global brand experts on how to excel at international exhibitions. Whether you're new to the global stage or looking to refine your approach, this session will equip you with the knowledge to succeed across diverse regions including major hurdles to exhibiting globally, identifying and overcoming challenges, peer insights, and best practices for success. Join us to transform your approach to global exhibitions and turn international opportunities into successes. Let's break down barriers and build a global presence together!

Learning Objectives:

- Identify common challenges and obstacles faced when showcasing your brand on an international scale.
- Explore the complexities of maintaining a consistent and effective brand presence across different cultures and markets.
- Discuss how to anticipate potential issues and develop robust strategies to address them effectively.
- Utilize practical tips and best practices tailored for various regions to enhance your international exhibiting strategy.

Speaker(s):

David Brull, Vice President Global Accounts, kubik (Speaker)

(Wed6134) Harnessing Lightning: Help Your Team Be a Creative Force

3/19/2025, 10:00 AM to 11:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

EXHIBITORLIVE 2025 Session and Speaker Info

Creativity is the driving force of innovation. Unfortunately, creativity is like lightning: powerful, unpredictable, and at times frightening. “Harnessing Lightning” uses improvisational theatre as a model to explore the creative process to help tap into and manage our own creative resources. Through exercises, case studies, and humor, this highly interactive workshop focuses on the elements involved in the process of building big ideas in a team and individually. Creativity, like lightning, is a natural occurrence. Through understanding the creative process, we can manage where creativity strikes.

Learning Objectives:

- Ensure you and your team doesn't limit the big ideas in your exhibit marketing projects.
- Confidently navigate creative roadblocks.
- Better manage the innovation process that is critical to success in every organization.

Speaker(s):

Scott Leech, Senior Partner, BrandSpeak (Speaker)

(Wed6144) Owning the Future of Events: How Event Professionals Seamlessly Manage Physical & Digital Experiences

3/19/2025, 10:00 AM to 11:00 AM

Track: Exhibits, Experiences, Events

Level of Content: Essential

Thought Leadership

As an event marketing professional, you’ve spent years perfecting the art of delivering physical experiences, but as the world continues its rapid transition toward digital engagement, it's time to rethink your role. The future of engagement exists at the convergence of both the physical and digital worlds, and your success will depend on your ability to manage both seamlessly. This session will explore why becoming an expert in digital events is no longer optional, but a strategic advantage for today’s event professionals. We will challenge the notion that traditional webinars are sufficient for digital presence and, instead, demonstrate how leveraging new paradigms can elevate your events. We'll also dive into the tools and technologies that make managing digital events alongside physical events not just possible but simple. This session will empower you to own physical and digital events—ultimately broadening your reach, improving attendee engagement, and creating future-proof event strategies.

Learning Objectives:

- Express the value of maintaining a digital event presence as well as a physical one.
- Discuss how to integrate digital experiences into their event portfolio.
- Articulate the Return on Investment for digital events.
- Organize and present the results to stakeholders and executives.

Speaker(s):

Mike Todaro, Head of Product, XtendLive (Speaker)

(Wed9003) Exhibit Hall Innovation Tour

3/19/2025, 1:00 PM to 2:15 PM

Track: Exhibit Hall Tour

Level of Content: Intermediate

Join this exclusive guided walking tour through the exhibit hall to discover the latest innovations. Visit select exhibitors showcasing innovative products and solutions that address your immediate challenges. Participating companies will provide a brief presentation during the tour at their booth. You'll receive a list of participating companies and booth numbers for easy follow-up and reference. The tour will wrap-up with a group discussion to share insights and observations.

Speaker(s):

Kadra Bergman, CTSM, Event Manager, W. L. Gore & Associates (Tour Guide)

Julie DeQuattro, CTSM Gold, MBA, Manager, Event Marketing, UKG (Tour Guide)

Bob Milam, Trade Show Bob, TSB Enterprises (Tour Guide)

(Wed9004) Exhibit Hall Innovation Tour

3/19/2025, 2:30 PM to 3:45 PM

Track: Exhibit Hall Tour

Level of Content: Intermediate

Join this exclusive guided walking tour through the exhibit hall to discover the latest innovations. Visit select exhibitors showcasing innovative products and solutions that address your immediate challenges. Participating companies will provide a brief presentation during the tour at their booth. You'll receive a list of participating companies and booth numbers for easy follow-up and reference. The tour will wrap-up with a group discussion to share insights and observations.

Speaker(s):

Kadra Bergman, CTSM, Event Manager, W. L. Gore & Associates (Tour Guide)

Julie DeQuattro, CTSM Gold, MBA, Manager, Event Marketing, UKG (Tour Guide)

Bob Milam, Trade Show Bob, TSB Enterprises (Tour Guide)

(Wed1106) Case Study on How to Measure the Value and ROI of Commercial Events

3/19/2025, 4:00 PM to 4:45 PM

Track: Measurement & Analytics

Level of Content: Advanced

Learn how to measure the value and ROI of commercial events from a corporate event marketer's perspective. This session will cover essential topics such as understanding ROI language, identifying key performance indicators (KPIs) to track, and calculating revenue driven by events. You'll explore advanced ROI measurement tools used by the speakers, how to incorporate ROI into post-event reports, and strategies for presenting results to support decision-making. Through

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concrete examples and a case study, you'll gain practical insights into evaluating ROI for events and using data to make informed decisions.

Learning Objectives:

- Identify ROI language for contacts, leads and opportunities within your customer relationship management (CRM) tools.
- Incorporate ROI into post-event reporting.
- Present results and make decisions.
- Discuss advanced ROI measurement tools with your team and the various stakeholders.
- Identify what KPIs and metrics to use when calculating ROI of events.

Speaker(s):

Francois Fournier, CTSM, CEM, Head of Global Events, DTN (Speaker)

Jennifer Day, Senior Events Manager, DTN (Speaker)

(Wed2134) Concessions in Contracts: Are You Leaving Anything on the Table?

3/19/2025, 4:00 PM to 5:30 PM

Track: Planning & Execution

Level of Content: Intermediate

Are you negotiating the same concessions every time, or could you be missing opportunities? This session explores how leveraging creative and effective concessions with hotels, convention centers, and other venues can help mitigate increasing costs. The panel will share insights into the latest concession trends and strategies, providing actionable tips to optimize your negotiation approach and ensure you're not leaving any savings on the table.

Learning Objectives:

- List different types of concessions commonly negotiated in contracts with hotels, convention centers, and other venues. (Monica Myhill drafted for Kelly).
- Explain the rationale behind concession requests. (Monica Myhill drafted for Kelly).
- Utilize negotiation tips. (Monica Myhill drafted for Kelly).

Speaker(s):

Kelly F. Bagnall, Partner, Holland & Knight (Facilitator)

Aaron Mayo, Vice President, Group Sales, Loews Hotels & Co (Panelist)

Terri Hare, Senior Director, Global Accounts, HelmsBriscoe (Panelist)

(Wed2136) Streamline Logistics with Data-Driven Solutions

3/19/2025, 4:00 PM to 5:30 PM

Track: Planning & Execution

Level of Content: Intermediate

EXHIBITORLIVE 2025 Session and Speaker Info

Step into the future of events and tradeshow management with data-driven solutions that revolutionize planning and execution. This engaging, fast-paced session features real-world stories from event pros who have mastered efficient logistics. Discover cutting-edge tools that simplify everything from vendor coordination to real-time problem-solving.

Learning Objectives:

- Harness data analytics for logistics and use data-driven tools to enhance decision-making and streamline logistics.
- Explore how automation can optimize resource allocation and boost efficiency in event planning.
- Apply predictive analytics to anticipate and tackle logistical challenges proactively.

Speaker(s):

Dahlia El Gazzar, Tech Evangelist + Idea Igniteur + Netweaver, DAHLIA+Agency (Speaker)

(Wed2144) Powerful PowerPoint Templates for Pre, During, and Post-Show Planning Calls

3/19/2025, 4:00 PM to 5:30 PM

Track: Planning & Execution

Level of Content: Intermediate

In today's fast-paced and ever-evolving event landscape, successful events hinge on more than just effective planning and execution. Pre-show, during-show, and post-show planning calls are critical touchpoints for aligning diverse teams, fostering collaboration, and ensuring that every stakeholder is working toward common goals. Event managers must not only drive seamless coordination but also demonstrate measurable ROI through strategic decision-making and clear communication. Whether you're a seasoned pro or new to event management, this session will provide you with the tools and strategies to enhance your presentations and elevate every phase of your event. By the end of the session, you'll have the skills to lead more purposeful, results-driven planning calls that align teams, drive key decisions, and set a clear roadmap for delivering events that demonstrate measurable value.

Learning Objectives:

- Develop effective pre-show, during-show, and post-show planning calls that align cross-functional teams, set clear goals, and ensure seamless coordination throughout the event lifecycle.
- Enhance communication strategies to foster collaboration among diverse stakeholders and drive key decisions that impact event success and ROI.
- Master the art of delivering results-driven presentations that establish clear timelines, responsibilities, and key milestones, ensuring your team stays on track and delivers events that demonstrate measurable value.

Speaker(s):

Kadra Bergman, CTSM, Event Manager, W. L. Gore & Associates (Speaker)

(Wed3108) Modern Marketing 101 for Trade Show Professionals

3/19/2025, 4:00 PM to 5:30 PM

Track: Marketing & Sales

Level of Content: Essential

The event profession has evolved dramatically over the last 30 years, from logistics to experiential and now into a full-fledged marketing team member. To stay competitive, event professionals need to speak intelligently about how events drive revenue and work seamlessly across marketing and sales organizations. This session will help ensure that your event career is not a dead-end job but is recognized as the hub of marketing activity, positioning you to be a more strategic member of the marketing team. In this session, you will learn basic marketing terms and how to apply them in business. You'll be able to not only maneuver throughout your marketing and sales organization and present to executives confidently, but you'll position yourself for upward mobility in your event marketing career and have a greater opportunity to climb the ladder.

Learning Objectives:

- Discuss modern marketing concepts as they apply to events.
- Speak the language of marketing for career advancement.
- Design events to drive pipeline and revenue.
- Design a full funnel marketing plan for your events.

Speaker(s):

Liz Lathan, Co-Founder, CMO, The Community Factory (Speaker)

(Wed6136) Workshop: Maximizing Engagement at Trade Shows and Events

3/19/2025, 4:00 PM to 5:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

Discover innovative, people-focused strategies to elevate audience engagement through a blend of experiential design, entertainment tactics, and cutting-edge AI tools. From creating irresistible booth experiences to using personal engagement techniques for interactive, data-driven insights, this workshop emphasizes how human interaction can transform passive observers into active participants. Whether your goal is to drive more traffic, capture better leads, or create a lasting buzz, this workshop is designed to unlock your full potential at trade shows and live events. Expect immersive hands-on exercises, live demonstrations, and authentic audience interactions.

Learning Objectives:

- Capture and retain attention in busy environments to break through the noise and stand out in crowded trade show settings. This includes strategies for drawing attention with high-energy approaches, unique live marketing designs, and creative team engagement

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- Create immersive and engaging experiences that keep attendees involved through a blend of experiential design elements and entertainment tactics, such as live performances, gamification, or interactive tools,
- Turn your onsite teams into fully engaged participants using human-first interaction techniques. From improv techniques for the average business person to tools to excite people about interaction.
- Use props, games, and contests to drive real results and create memorable, interactive experiences that capture attention and deepen engagement. Drawing from Mitch's extensive background in improv at Second City and his live stage performances, participant

Speaker(s):

Mitch Mitchem, CEO and Co-Founder, HIVE Interactive (Speaker)

Joe Rivera, Facilitator and Entertainer, AI and Human Skill Development Specialist, HIVE Interactive (Speaker)

(Wed8103) Is Your Talent Pool Shallow? Strategies for Workforce Development, Internship, and Mentorship Initiatives

3/19/2025, 4:00 PM to 5:30 PM

Track: Exhibition Industry

Level of Content: Advanced

Ready to transform the future of workforce development?

Join us for an engaging discussion on how strategic workforce initiatives—internships, apprenticeships, and mentorships—are shaping the next generation of industry professionals. Learn how the Exhibitions & Events Workforce Development Federation is driving efforts to secure government funding, establish approved educators, and advocate for tax incentives that support employer investment in talent development.

Whether you're a leader, educator, or talent advocate, this session will equip you with actionable strategies to strengthen your workforce pipeline, tap into potential financial incentives, and ensure long-term industry growth.

Take the first step in empowering tomorrow's workforce today!

Learning Objectives:

- Strategize for Success: Unpack the unique roles internships, apprenticeships, and mentoring play in creating impactful workforce initiatives.
- Take Action with Confidence: Develop practical steps and explore resources to build or elevate workforce programs that drive meaningful results.
- Explore Industry Advancements: Gain insights into CTE (Career and Technical Education) and the Modernized National Career Cluster Framework, and their influence on shaping the future of the event industry workforce.

Speaker(s):

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Jacqueline Beaulieu, HMCC, MMP, Senior Director, Marketing, Advocacy & Client Strategy, Poretta & Orr | Exhibit & Events (Facilitator)

Amy Barnes, Consulting - Business Development and Partnerships, Joy Avenue Consulting (Panelist)

Laura L. Palker, Founder & President, Exhibitions and Events Workforce Development Federation (Panelist)

Odie R. Parkins, Trusted Advisor Associate/Learning & Development, Founder/Facilitator, 4 Tree Solutions, LLC (Panelist)

Michael Todisco, CEO, Apprenticeship Connections (Panelist)

(Thu7126) Conquer the CTSM Exam: Strategies for Success

3/20/2025, 7:00 AM to 7:45 AM

Track: Personal & Career

Level of Content: Essential

CTSM candidates preparing for the comprehensive exam will receive practical tips and effective study methods to boost their confidence. Gain a clear understanding of the test format and learn strategies to approach the exam with success. This interactive and engaging experience encourages participants to share ideas, ask questions, and build connections with fellow candidates. Whether just starting preparation or fine-tuning a study approach, attendees will walk away with valuable tools to help them excel on the exam.

Learning Objectives:

- Describe the format of the exam, highlight main topics, provide sample questions, and review technical requirements.
- Split up the study materials into a schedule that works best for you.
- Review the psychology behind studying and provide some different examples of study methods and best practices.
- Create sample study plans to show that preparation is key in succeeding on this exam.
- Join or create a study group or find an accountability partner.

Speaker(s):

John Schaaïj, CTSM Candidate, Trade Show Specialist, Hunter Industries (Speaker)

Kadra Bergman, CTSM, Event Manager, W. L. Gore & Associates (Panelist)

Samantha Mitelman, CTSM Candidate, Congress Planner, Novartis (Panelist)

Betty M. Waters, CTSM Candidate, Marketing Coordinator, American Technical Publishers (Panelist)

(Thu1008R) How to Measure the Value of Trade Show Participation - Part I: Basic Concepts

3/20/2025, 8:00 AM to 9:30 AM

Track: Measurement & Analytics

Level of Content: Essential

CTSM Required Session

EXHIBITORLIVE 2025 Session and Speaker Info

Learn the building blocks for measuring and growing the value of your trade show and event programs. Upon completion of this session, you will have the knowledge and ability to prove the value of events to your stakeholders and executives. The tools and best practices taught do not require big budgets, big programs, or many resources -- you can do it all yourself, with or without the help of others.

Learning Objectives:

- Ensure that your event investments pay off.
- Identify the four sources of value from event marketing.
- Estimate value for each component of event payback.
- Establish a payback ratio as an index of trade show value.
- Organize and present the results to stakeholders and executives.

Speaker(s):

Joe Federbush, President & Chief Strategist, EVOLIO Marketing (Speaker)

(Thu2102) Rising Costs - Action Planning Lab

3/20/2025, 8:00 AM to 9:30 AM

Track: Planning & Execution

Level of Content: Intermediate

We asked event marketers from diverse sectors for their tips and tricks for dealing with escalating costs associated with trade show participation, one of the most pressing issues facing the industry today. Join us as we open the floor to explore ways to manage the top money stealers such as shipping and drayage fees; booth design and labor setup costs; sponsorship and advertising fees; lead retrieval and travel expenses. By analyzing the shared experience-based insights and discussing innovative solutions, participants will leave the lab better equipped to navigate these financial challenges.

Learning Objectives:

- Identify and discuss strategies used by industry leaders to reduce operational costs.
- Exchange cost-saving ideas with peers.
- Develop a plan to integrate these strategies into your own operations.

Speaker(s):

Kodi Morton, CTSM Diamond, Sr. Marketing and Events Specialist, Bruker Scientific (Speaker)

(Thu2138-A) Half-day Workshop: Advanced AI Strategies for Trade Show and Event Optimization

3/20/2025, 8:00 AM to 11:30 AM

Track: Planning & Execution

Level of Content: Advanced

EXHIBITORLIVE 2025 Session and Speaker Info

The transformative power of Artificial Intelligence (AI) is reshaping every facet of trade show and event management, with people remaining at the heart of every successful strategy. This hands-on, advanced workshop teaches participants how to leverage AI tools while keeping the human element central to decision-making, ensuring a balance between technology and personal engagement. From real-time adjustments powered by AI-driven insights to predictive analytics that enhance planning, participants will actively explore how to integrate cutting-edge AI techniques into every aspect of event management. Designed with a human-first approach, this workshop equips marketers and event professionals with actionable, interactive strategies to boost engagement, optimize operations, and maximize ROI—while ensuring technology enhances, rather than replaces, the crucial human connection in event experiences. We suggest you take the basic first!

Learning Objectives:

- Describe how AI can help identify the right talent for your event team which streamlines recruitment and helps ensure the right people are in place to make your event a success.
- Optimize event operations with AI Tools like Claude, ChatGPT, and Demo Creation. Master the next level and utilize advanced AI tools to automate complex operational tasks, improving the efficiency and execution of events.
- Identify the latest AI techniques and latest AI-powered tools for delivering highly personalized attendee interactions in real-time, boosting engagement and satisfaction.
- Utilize AI-driven analytics to track event performance metrics, optimize budget allocation, and drive a higher return on investment.

Speaker(s):

Mitch Mitchem, CEO and Co-Founder, HIVE Interactive (Speaker)

David Hanscom, CPME, Chief Creative Officer (CCO) and AI Expert, HIVE Interactive (Speaker)

(Thu2140) Streamline Your Event Planning: Enhancing Cohesion and Visibility with Templates and Shared Folders

3/20/2025, 8:00 AM to 9:30 AM

Track: Planning & Execution

Level of Content: Essential

Ensure your event program's cohesion and visibility by utilizing templates and shared folders. Discover how a "single source of truth" for event information can streamline your event planning process across the entire organization. Learn about creating templates for various aspects of events, building knowledge-sharing documents, and the benefits of shared folders for your team and executives. Real-world examples will demonstrate how these tools can save time, improve communication, and scale event programs effectively. Walk away with actionable insights to improve your event management practices.

Learning Objectives:

- Identify key types of templates that can streamline event planning.

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- Explain the benefits of creating a "single source of truth" document for event management.
- Utilize shared folders and templates to improve knowledge-sharing across the team.
- Evaluate how a cohesive documentation system enhances visibility and program scalability.
- Assess the effectiveness of your current event documentation and identify opportunities for improvement.

Speaker(s):

Kalli Sutton, Sr. Manager, Global Events, G-P (Speaker)

(Thu3114) Turbo Charge Your Event with a Marketing Automation Platform

3/20/2025, 8:00 AM to 9:30 AM

Track: Marketing & Sales

Level of Content: Intermediate

Marketing automation solutions that incorporate email management and invitations can be a powerful and efficient way to promote your event and boost attendance. In this session, we will dive into the advantages of using marketing automation platforms, how the leading platforms compare to each other and to email marketing platforms, and explore how to get the most of these platforms to take your event to the next level.

Learning Objectives:

- Discuss the best practices of email and invitation list management.
- Compare of the features and benefits of the leading marketing automation platforms and email marketing services.
- Utilize design templates for your digital campaigns, invitations, and event promotion.
- Apply tips and best practices for boosting open rates and click-throughs of your emails and invitations as well as tracking results.
- Describe platform-specific integration techniques with other marketing tools.

Speaker(s):

John Nee, President, Act 1 Events (Speaker)

(Thu7122) Stress Relief and Creativity Enhancement for Event Marketers: A Journey Through Mindfulness

3/20/2025, 8:00 AM to 9:30 AM

Track: Personal & Career

Level of Content: Essential

Don't think you can meditate? Do you get agitated "sitting" and focusing on being still? Perhaps seated meditation is not your thing. In this workshop, you will experience mindfulness practices that make meditation accessible and enjoyable, specially designed for busy event marketers! As event marketers, you constantly juggle multiple tasks, deadlines, and stakeholder expectations.

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This high-pressure environment can lead to stress and creative blocks. Our journey offers five meditation practices to help you manage stress, enhance creativity, and boost your innovative engagement strategies: 1. Mindfulness: Learn to be present with what is, helping you stay focused during hectic event planning. 2. Walking/Moving Meditation: Perfect for those moments when you're on the go at event venues. 3. Breath-Centered Meditation: Reduce anxiety with the Three-Part Breath technique, ideal for calming nerves before important presentations or client meetings. 4. Body Scan: Release tension accumulated from long work hours and improve your overall well-being. 5. Loving Kindness Meditation: Extend compassion towards yourself and others, enhancing your interpersonal skills, which is crucial for successful event marketing.

Learning Objectives:

- Utilize a toolkit of various meditation techniques tailored for the fast-paced event marketing industry.
- Clear their minds and create space for innovative ideas and engagement strategies.
- Identify which meditation practices work best for their individual needs.
- Incorporate meditation into their daily routines as busy professionals.
- Balance stress reduction with creativity boosting.

Speaker(s):

Jocelyn Gordon, Life Coach, E-RYT 500, Wellness Architect & Event Marketing Program Manager, Designs for Health (Speaker)

(Thu1009R) How to Measure the Value of Trade Show Participation - Part II: Practical Application

3/20/2025, 10:00 AM to 11:30 AM

Track: Measurement & Analytics

Level of Content: Essential

CTSM Required Session

Apply what you learned in the basic trade show value measurement concepts session (part 1) to your own program. Examples, case studies and worksheets will be provided during this interactive session. You will develop best practices in measuring and proving the value of tradeshow, receive guidance on ways to measure your tradeshow program right away, and learn how to optimize your event portfolio using the right tools to make more informed decisions and report meaningful and actionable results back to your stakeholders and executives.

Learning Objectives:

- Assess your program's strengths and weaknesses.
- Work with the four elements of value.
- Estimate appropriate event budgets, staff and exhibit sizes.
- Optimize your event portfolio and select and invest wisely.
- Apply various types of measurement techniques to complement return on investment (ROI).

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Speaker(s):

Joe Federbush, President & Chief Strategist, EVOLIO Marketing (Speaker)

(Thu2110) Event Innovation Lab: Applying Design Thinking to Transform Your Event

3/20/2025, 10:00 AM to 11:30 AM

Track: Planning & Execution

Level of Content: Intermediate

This session is designed to equip event planners with the tools and methodologies of design thinking to enhance their event planning processes. This lab session will explore how the principles of design thinking can be applied to create memorable, effective, and innovative events that resonate with attendees and deliver results. This interactive session includes real-world case studies and hands-on activities. Participants will learn to think like designers to solve problems creatively and transform their approach to event planning. This session is ideal for event professionals looking to add innovation into their planning processes and elevate their events to the next level. By the end of this session, participants will not only understand the theory of design thinking but also how to apply it practically in their roles to create standout events.

Learning Objectives:

- Discuss the fundamentals and five stages of design thinking—empathize, define, ideate, prototype, and test.
- Utilize techniques for gaining deeper insights into the needs and desires of event attendees, enabling the planning of more tailored and impactful events.
- Generate innovative ideas for event themes, formats, and engagements through brainstorming and ideation techniques.
- Prototype and test ideas quickly to efficiently validate event concepts and refine them based on feedback.
- Apply design thinking to real event challenges.

Speaker(s):

John Nee, President, Act 1 Events (Speaker)

(Thu2142) Cost Control Strategies: Impact of Decisions on Your Exhibit Program

3/20/2025, 10:00 AM to 11:30 AM

Track: Planning & Execution

Level of Content: Intermediate

In the ever-evolving world of event management, trade show marketers must develop their annual and show budgets based on cities, venues, dates, and schedules set by show organizers. These decisions can significantly impact your budget and planning process, and put you in a position to explain to leadership why budgets need to be increased for key shows when they are asking you to do more with less. This session will provide you with strategies and tools to manage these

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variables effectively and maximize your return on investment. You'll gain valuable insights and practical tools to manage your exhibit program's budget effectively, no matter where your next event takes you. Below are a few actionable strategies for navigating the complex world of trade show budgeting and maximizing your return on investment.

Learning Objectives:

- Discuss regional cost differences, move-in schedules that require more overtime, and travel time that will impact your team and budget.
- Use location-specific data and forecasting tools to set realistic budgets and avoid financial surprises.
- Utilize a comprehensive checklist of internal and external factors to consider when budgeting for exhibit programs.
- Describe how local legislation, work rules, and regional economic conditions can elevate costs for your exhibit program.

Speaker(s):

Wendy Marold, Director of Exhibit, Sponsors and Exposition, Nth Degree Events (Speaker)
Jill Johnson, Senior Manager, Events, Samsung Electronics America, B2B Group (Speaker)

(Thu6140) Size Matters: Strategies for Small Booth Success

3/20/2025, 10:00 AM to 11:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Essential

In the world of event marketing, size matters - from exhibit space to budget constraints. This dynamic session tackles the challenge of scalability in exhibits and how to develop a program that delivers results, whether you're at a major industry event or a regional symposium. Through expert insights, group discussion, and individual inquiry, participants will learn to maximize impact with limited resources, build compelling cases for event investments, and achieve brand consistency across various event scales.

Learning Objectives:

- Discuss the importance of scalability in event marketing programs.
- Develop strategies to maximize impact with limited booth space and resources.
- Build compelling cases for event program investments.
- Explore techniques for maintaining brand consistency across different event scales.
- Leverage industry partnerships and relationships for event success.

Speaker(s):

Jocelyn Gordon, Life Coach, E-RYT 500, Wellness Architect & Event Marketing Program Manager, Designs for Health (Speaker)
Kelley O. Douglass, Corporate Event Manager, Mattermost (Speaker)

(Thu6142) Enhance and Evolve Your Trade Show Presence: Case Study

3/20/2025, 10:00 AM to 11:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

Discover how to evolve your trade show presence from product-focused to solution-oriented. Learn from an agency industry leader and his client counterpart on how to garner support, intentionally design, and seamlessly execute extraordinary show floor impact. By examining a case study of Dematic's trade show evolution, gain actionable insights on how to be fearless when it comes to elevating your show presence.

Learning Objectives:

- Discuss strategies for transforming your company's presence and sales strategy at trade shows from being product-focused to solution-oriented.
- Shift the mindset of internal stakeholders and secure the necessary buy-in for success.
- Describe best practices for uniquely presenting your brand on the show floor, even in smaller booth footprints.
- Apply best practices from the case study to your own trade show presence.

Speaker(s):

Josh Halpern, Director – Business Development, Hamilton (Speaker)

Scott Knight, MBA, Director of Marketing and Communications – Americas, Dematic (Speaker)