

Exhibitor Group Call for Speakers and Session Ideas

Reach out to [Milinda Nitti, Conference Manager](#) with any questions.

**Required field*

1. Proposal Title*

Suggested Title for Your Presentation/Session or Session Idea (15 words max)

2. Proposal Category*

☐ [Proposal to Speak](#)

The "Proposal to Speak" category seeks dynamic speakers interested in sharing innovative ideas, practical tips/tricks, how-to steps and insights. We welcome proposals from experienced speakers, facilitators, and newcomers with valuable knowledge.

Use this one if you are submitting yourself or a colleague to serve as the speaker.

☐ [Session Idea](#)

The "Session Idea" category invites submissions of unique and engaging concepts for sessions, workshops, panels, field trips or other learner experiences.

Use this one if you are submitting a session idea only and may have a speaker suggestion.

3. Language for Session*

Please indicate whether the session will be delivered in English and/or Spanish.

- ☐ English - Session can be delivered in English only
- ☐ Spanish - Session can be delivered in Spanish only
- ☐ English and Spanish - Session can be delivered in English and Spanish

Proposal to Speak

1. **Task: Submission Requirements for Proposal to Speak**

- I understand and agree that I am responsible for paying all travel-related expenses if my submission is selected.
- I understand and agree that I am required to participate in speaker training if my submission is selected (dates TBD).

2. **Task: Submission/Session Details**

A. Category*

Category of Your Presentation/Session

- ☐ Measurement & Analytics (1000s)
- ☐ Planning & Execution (2000s)
- ☐ Marketing & Sales (3000s)
- ☐ Management & Leadership (4000s)
- ☐ Global Exhibit Marketing (5000s)
- ☐ Exhibits, Experiences, Events (6000s)
- ☐ Personal & Career (7000s)

To see session examples for each category, check out the [CTSM core required session listing](#).

B. Has this session been presented elsewhere and/or have you presented this topic elsewhere?*

- ☐ Yes
- ☐ No

If yes, when and where?

C. I am submitting for the following EXHIBITOR Learning Event(s):*

Select one or more options.

Please note: Complete submissions for EXHIBITORLIVE 2025 will only be accepted through Friday, July 12, 2024. Complete submissions for eTrak will be accepted through December 31, 2024, and if selected, will be held in 2024 or 2025.

- ☐ eTrak Online Learning (webinars offered on Tuesdays and Thursdays at 1 pm Eastern)
- ☐ EXHIBITORLIVE San Antonio TX to be held March 16-19, 2025

D. Presentation/Session Format*

Note: eTrak webinars are only conducted as 45- or 90-minute sessions

- ☐ 45 Minute Session (up to 200 attendees)
- ☐ 90 Minute Session (up to 200 attendees)
- ☐ Case Study Session (45 minutes up to 200 attendees)
- ☐ Case Study Session (90 minutes up to 200 attendees)
- ☐ Advanced Learning Session (45 minutes up to 200 attendees)
- ☐ Advanced Learning Session (90 minutes up to 200 attendees)
- ☐ Half-Day Workshop (3 hours up to 75 attendees)
- ☐ All-Day Workshop (6 hours up to 200 attendees)
- ☐ Field Trip (3+ hours specify in the description if it will have a participant limit)
- ☐ Peer2Peer Roundtable (45 minutes limited to 8 participants)

E. Provide a 150-word description of presentation/session topic in paragraph format. If your proposal is selected, this info will be used to market and promote the session. *

SAMPLE DESCRIPTION IN CORRECT FORMAT:

TITLE: How to Measure the Value of Trade Show Participation - Part I: Basic Concepts

DESCRIPTION: 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.

Please note that you will be asked to provide learning objectives for this presentation/session in the "Learning Objectives" task.

3. Task: Learning Objectives

Provide 3-7 learning objectives that are clear, measurable, and achievable.

List the learning objectives for your session(s) below. These key points are similar to Essential Learning Components (ELCs) used in the past. Learning objectives define actions that your participants will be able to accomplish by the end of your session.

The number of learning objectives for a session or workshop can vary depending on the complexity of the topic, the prior knowledge of the learners, and the depth of understanding desired. However, a general guideline is to aim for 3 to 5 learning objectives.

This allows enough time to introduce, explore, and reinforce each objective thoroughly, ensuring that learners can achieve a meaningful understanding and application of the concepts covered.

For instance, in a 90-minute session, you might have:

- One or two objectives focused on remembering and understanding basic concepts.
- One or two objectives involve applying and analyzing these concepts.
- Optionally, one objective that pushes towards higher-order thinking skills like evaluating or creating, depending on the session's goals and the audience's capability.

[Click here for more information on crafting learning objectives.](#)

SAMPLE LEARNING OBJECTIVES IN CORRECT FORMAT:

TITLE: How to Measure the Value of Trade Show Participation - Part I: Basic Concepts

DESCRIPTION: 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 - at the end of the session, participants will be able to:

- *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.*

- A. Learning Objective 1* Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'
- B. Learning Objective 2* Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'
- C. Learning Objective 3* Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'
- D. Learning Objective 4 Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'
- E. Learning Objective 5 Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'

- F. Learning Objective 6 Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'
- G. Learning Objective 7 Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'

4. Task: Primary Speaker and Additional Speaker/Panelist(s)

If your proposal is selected, the Primary Speaker will serve as the lead for the session and will be asked to confirm/update the session title, marketing description and learning objectives; provide requested room set up and AV equipment; and upload session slides/handouts. The Primary Speaker may be the only/single presenter for a session or the lead for a session with multiple speakers.

- You must provide 1 primary speaker.
- You can add up to 4 additional speakers/panelists for the proposal and no more than 5 speakers/panelists total.

Speaker/Panelist Info to Provide:

- Name*
- Contact details: email, mobile phone and work phone*
- Mailing address*
- Administrative assistant name and email
- Professional info: title, company, and credentials*
- Presentation/session role: primary speaker, additional speaker or panelist*
- [Certified Trade Show Marketer \(CTSM\) program](#) status: *
 - ☐ CTSM graduate
 - ☐ CTSM enrollee/candidate
 - ☐ Not involved in CTSM program
- Biography* (limit to 75 words)

SAMPLE BIOGRAPHY:

Ellen Campbell-Kaminski is President and COO of Exhibit Concepts, Inc. (ECI) and oversees the company's sales and marketing, corporate strategy, and development of new and emerging products and services. Prior to ECI, Ellen held executive positions in marketing and business development for software and information services companies. Ellen holds a BA in Communications from the University of Pennsylvania and an MBA from Georgetown University. She teaches at the University of Dayton and frequently speaks on branding and marketing effectiveness.

- Introduction and topic video*

Each speaker/panelist is asked to submit a one to two-minute introduction video. Speakers should provide information about themselves, their role in the session, and their topic. Videos can be recorded on a smartphone, tablet, or any platform of choice (such as Zoom). The recording should be uploaded as an MP4 file.

- Does speaker have experience designing, presenting, or facilitating training programs?*

☐ No

☐ Yes

If yes, where?

- Has speaker attended an Exhibitor Group event in the past? *

☐ No

☐ Yes

- Upload speaker photo

Please upload a digital image (a high-resolution, professionally produced portrait, if possible) for use in marketing materials. By uploading a photo of speaker, you certify that you have the right to distribute the image and you release it for use on the program materials for the event.

Session Idea

1. **Task: Session Idea**

A. Proposal Title*

Suggested Title for Your Presentation/Session or Session Idea (Max 200 characters, Max 15 words)

B. Category*

Category of Your Presentation/Session, select from:

- ☐ Measurement & Analytics (1000s)
- ☐ Planning & Execution (2000s)
- ☐ Marketing & Sales (3000s)
- ☐ Management & Leadership (4000s)
- ☐ Global Exhibit Marketing (5000s)
- ☐ Exhibits, Experiences, Events (6000s)
- ☐ Personal & Career (7000s)

C. I am submitting for the following EXHIBITOR Learning Event(s)*

Select one or more options. Please note:

- Complete submissions for EXHIBITORLIVE 2025 will only be accepted through Friday, July 12, 2024.
- Complete submissions for eTrak will be accepted through December 31, 2024, and if selected, will be held in 2024 or 2025.

- ☐ EXHIBITORLIVE San Antonio TX to be held March 16-19, 2025
- ☐ eTrak Online Learning (webinars offered on Tuesdays and Thursdays at 1 pm Eastern)

D. **Presentation/Session Format***

- ☐ 45 Minute Session (up to 200 attendees)
- ☐ 90 Minute Session (up to 200 attendees)
- ☐ Case Study Session (45 minutes up to 200 attendees)
- ☐ Case Study Session (90 minutes up to 200 attendees)
- ☐ Advanced Learning Session (45 minutes up to 200 attendees)
- ☐ Advanced Learning Session (90 minutes up to 200 attendees)
- ☐ Half-Day Workshop (3 hours up to 75 attendees)

- ☐ All-Day Workshop (6 hours up to 200 attendees)
- ☐ Field Trip (3+ hours specify in the description if it will have a participant limit)
- ☐ Peer2Peer Roundtable (45 minutes limited to 8 participants)

E. Who might be able to design, deliver and/or participate in this session idea? *

F. Describe your session idea. *

2. Task: Proposed Learning Objectives for Your Session Idea

List 3-7 learning objectives or actions that the session participants would be able to accomplish by the end of your ideal session.

List proposed learning objectives for your session idea. These key points are similar to Essential Learning Components (ELCs) used in the past. Learning objectives define actions that session participants will be able to accomplish by the end of the session.

The number of learning objectives for a session or workshop can vary depending on the complexity of the topic, the prior knowledge of the learners, and the depth of understanding desired. However, a general guideline is to aim for 3 to 5 learning objectives.

This allows enough time to introduce, explore, and reinforce each objective thoroughly, ensuring that learners can achieve a meaningful understanding and application of the concepts covered.

For instance, in a 90-minute session, there might be:

- One or two objectives focused on remembering and understanding basic concepts.
- One or two objectives that involve applying and analyzing these concepts.
- Optionally, one objective that pushes towards higher-order thinking skills like evaluating or creating, depending on the session's goals and the audience's capability.

[Click here for more information on crafting learning objectives.](#)

SAMPLE LEARNING OBJECTIVES IN CORRECT FORMAT:

TITLE: How to Measure the Value of Trade Show Participation - Part I: Basic Concepts

DESCRIPTION: 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 - at the end of the session, participants will be able to:

- *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.*

- A. Learning Objective 1* Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'
- B. Learning Objective 2 Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'
- C. Learning Objective 3 Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'
- D. Learning Objective 4 Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'
- E. Learning Objective 5 Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'
- F. Learning Objective 6 Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'
- G. Learning Objective 7 Max 30 words - Complete the sentence, 'At the end of the session, participant will be able to...'