

EXHIBITOR*LIVE*

Crafting a Winning EXHIBITOR*LIVE* Session Proposal: Strategies for Success

Webinar on Tuesday, May 19, 2026 at 12 pm Central

Speaker Information



Monica Myhill, CMP, CRP, CPTD

Chief Learning Strategist and
CTSM Director

EXHIBITOR

monica.myhill@exhibitorgroup.com

[LinkedIn](#)

Speaker Information



Kodi S Morton, CTSM Diamond
Marketing and Events Lead,
Americas

Bruker Scientific

Kodi.morton@bruker.com

[LinkedIn](#)

Agenda Today



- When, where and who
- Attendee personas
- Speaker benefits, expectations, and training
- What we are seeking
- Best practices in adult learning
- Speaker perspective
- Info required for a session proposal
- Review and selection process and timeline

EXHIBITOR *LIVE*

When, Where and Who

When and Where

Sunday, February 14 -
Thursday, February 18,
2027

Colorado Convention
Center

Hotels:

- Hyatt Regency Denver
at Colorado
Convention Center
- Sheraton Denver
Downtown Hotel

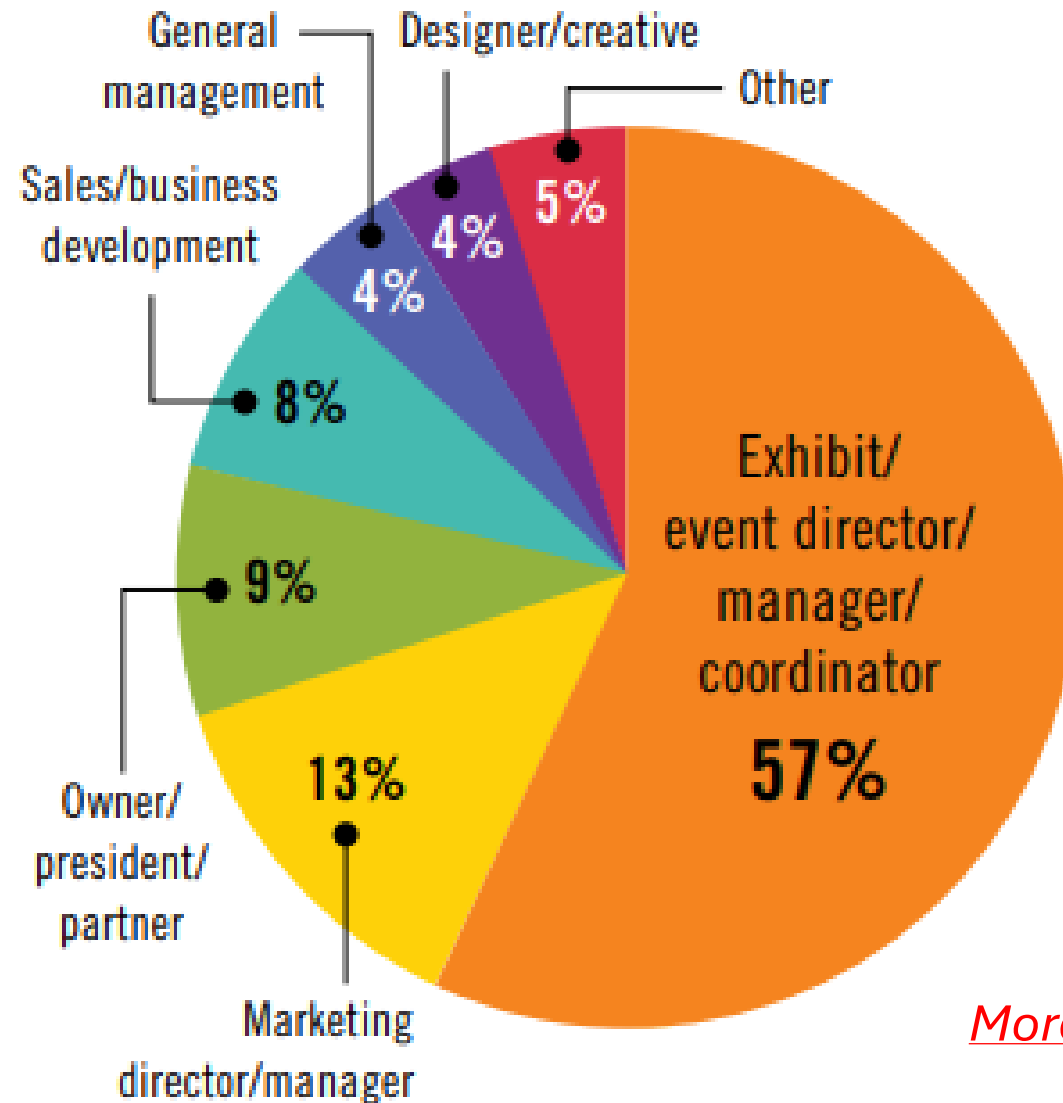


Who - Overview

Experienced, engaged audience with strong purchasing influence

- Highly experienced audience
- Strong decision-making power
- Active buyers with strong intent
- 45% first-time attendees
- 66% female

Who – Job Titles



More info on who attends within the exhibitor prospectus

Who - Brands Represented

ABB


americaneagle.com.

aramark 

BEHR 

B | BRAUN

Boehringer
Ingelheim

Boston
Scientific

brother®
at your side

CATERPILLAR


EMERSON

FUJIFILM

GE HealthCare

GORE-TEX®
PRODUCTS

DHL

HERMES
MEDICAL
SOLUTIONS

Kimberly-Clark

L'ORÉAL

Lenovo

LG Electronics

MITSUBISHI
ELECTRIC

NASA JPL

MONTROSE
ENVIRONMENTAL

MOTOROLA SOLUTIONS

Minitab 

novo nordisk®

PURINA

synchrony

SEAGATE

SUNBELT®
RENTALS

SAMSUNG

TELEDYNE ISCO
Everywhere you look™

thrivent®

UKG

United
Rentals

[More info on who attends](#)

EXHIBITORLIVE 2027 Education Task Force

Lee Ali, Managing Director, Expo Stars Interactive Ltd

Amy Armstrong, CTSM Gold, Global Event Manager, IPS-Integrated Project Services, LLC

Marsha Bivins, CTSM Gold, VP of Product, Trade Show Savvy

Jay Blankenship, Independent Revenue Growth & Event Strategy Executive, Independent Consultant

Vanessa Cox, CTSM, Manager, Trade Show and Event Strategy, Worthington Enterprises

Christopher French, CTSM Bronze, Senior Manager Events, MGA Entertainment

Robin Gathman, CTSM Gold, DES, President/Owner, New Beginnings Tradeshow Advisors

Erin Lease Hall, CTSM Diamond, Director, Event Strategy & Experience, DrFirst

Luciano Mociulsky, CTSM Bronze, Founder & Director, Grupo Seres

Lynn Reves, EVP, Marketing & Results, Exhibitus

Jessica Simon, CTSM Diamond, Senior Manager - Marketing Support & Events, S&C Electric Company

Kevin Staples, Vice President, Business Development, Sparks

Bob Tibbett, CTSM Diamond, Manager, Trade Show and Event Marketing, RTX

Kate Waldron, Program Director, Experiential Designers and Producers Association (EDPA)

Laura Woginrich, CTSM, Sr. Process Leader, ATI

[Webpage with more info on Task Force Members](#)

EXHIBITOR *LIVE*

Attendee Personas



ALEX
the overwhelmed optimizer
28% of attendees

*“Help me navigate and
apply this”*

PROFILE



Industry Role:

- 100% corporate buyer



Attendance History:

- 100% attended for the 1st time this year



Years in Industry

- 39% ≤5 years
- 19% 20+ years

MOTIVATIONS FOR ATTENDING

Learn trends



Find products



Attend education



Connect with peers



Find suppliers



Evaluate for purchase



TOP CHALLENGES

Budget
constraints

61%

Measuring
success

60%

Rising costs

56%

Time
constraints

47%



CLARA
the career accelerator
31% of attendees

“Help me grow and advance”

PROFILE



Industry Role:

- 100% corporate buyer

Attendance History:



- 16% attended for the 1st time this year
- 84% repeat attendees



CTSM Program

- 100% enrolled/graduated



Years in Industry

- 23% ≤5 years
- 31% 20+ years

MOTIVATIONS FOR ATTENDING

Learn trends



Attend education



Find products



Connect with peers



Take CTSM classes



Evaluate for purchase



TOP CHALLENGES

Rising costs

78%

Budget constraints

72%

Measuring success

65%

Time constraints

50%



DEREK

the strategic decision maker

34% of attendees

***“Help me evaluate
and decide”***

PROFILE



Industry Role:

- 100% corporate buyer

Attendance History:



- 45% attended for the 1st time this year
- 55% repeat attendees



Years in Industry

- 26% ≤5 years
- 34% 20+ years

MOTIVATIONS FOR ATTENDING

Learn trends



Find products



Attend education



Find suppliers



Evaluate purchases



Connect with peers



TOP CHALLENGES

Measuring
success

71%

Budget
constraints

70%

Rising costs

70%

Time
constraints

51%



JORDAN
the industry connector
23% of attendees

*“Help me connect
and stay visible”*

PROFILE



Industry Role:

- 0% corporate buyer

Attendance History:



- 42% attended for the 1st time this year
- 58% repeat attendees

Years in Industry



- 15% ≤5 years
- 49% 20+ years

MOTIVATIONS FOR ATTENDING

Connect with peers



Learn trends



Find products



Find suppliers



Evaluate purchases



Attend education



TOP CHALLENGES

Rising costs

64%

Budget
constraints

59%

Time
constraints

53%

AI usage/
implementation

34%

EXHIBITOR *LIVE*

Speaker Benefits, Training and Expectations

Speaker Benefits

[Click for more info on speaker benefits](#)



Speaker Training & Coaching REQUIRED



**Sarah Michel, CSP, VP
of Professional
Connexity, Velvet
Chainsaw Consulting**

- **Live webinars**
- **Recordings (available anytime)**
 - AI-Driven Presentations: Captivate, Customize, and Connect
 - From Speaker to Sense-Maker: Facilitating Learning That Sticks
 - Sizzle & Substance - Delivering Engaging Education Sessions for NextGen Learners
 - Rock Star Speaking - Lessons for Owning the Stage
- **Speaker coaching available November 2026 – January 2027**
- **Tip sheets and resources**

Submission Terms and Expectations

1. I acknowledge that I have reviewed the [speaker benefits](#) and understand that, if the session is selected, each speaker is RESPONSIBLE for covering any travel-related expenses not included in the benefits offered for their industry role.
2. Sessions led by a representative from an agency, exhibit house, or product/service provider MUST also include a corporate trade show or event marketing professional as a co-speaker or panelist.
3. I understand and agree that, if the session is selected, all speakers are REQUIRED to participate in speaker training, which will be offered as live webinars (dates to be determined) and available as recordings.
4. I understand and agree that the primary session speaker is REQUIRED to provide a handout for the selected session in advance of the conference.

EXHIBITOR *LIVE*

What We are Seeking

Attendee Challenges

TOP 5 CHALLENGES FACED



Rising costs
60%



Budget constraints
58%



Time constraints
46%



Measuring success
(ROI/ROO/ROX)
41%



AI usage /
implementation
33%

OTHER CHALLENGES FACED

Integrating technology/innovation in our exhibit/event	26%
Economic uncertainty	26%
Executive buy-in	25%
Keeping up with industry trends	22%
Staffing shortages	22%
Effective marketing to attract attendees to our exhibit/event	21%
Employee/booth staff training	17%
Exhibit design	17%
Sustainability	12%
Finding suppliers/agencies	8%
Keeping up with our target audience expectations	8%
Other	3%

Learning Tracks Tied to CTSM Curriculum

- Measurement & Analytics
- Planning & Execution
- Marketing & Sales
- Management & Leadership
- Global Exhibit Marketing
- Exhibits, Experiences, Events
- Personal & Career Development

[More info on Learning Tracks](#)



Attendee Requested Topics



EXHIBITORLIVE 2026 overall attendee evaluation data

Topic Ideas

- Requested topics grouped by area and “wish I had known” from EXHIBITORLIVE 2026 overall attendee respondents
- EXHIBITORLIVE Personas (*see above info*)
- EXHIBITORLIVE 2027 Education Task Force suggestions (*see “EL27 Ed Task Force Topics” worksheet*)
- Topics listed on the EXHIBITORLIVE 2027 Call for Proposals site

Session Content Levels

Essential

Intermediate

Advanced

Session Formats

- Expo Fundamentals: Getting Started (30 - 90 minutes)
- Fast Skills & Quick Wins (30 – 45 minutes)
- Strategies for Success (30 – 90 minutes)
- Hands-on Workshop (90 minutes – 6 hours)
- Case Study: Lessons from the Field (30 - 90 minutes)
- Industry Trends Briefing (30 - 90 minutes)
- Real Talk: Perspectives & Solutions (30 - 90 minutes)
- Inside Look: Field Experience (2+ hours)

[More info on Session Formats](#)

Session Formats

Fast Skills & Quick Wins

30 – 45 minutes

Focus on a single tactic, tool or technique that can be applied immediately

[More info on Session Formats](#)



Session Formats

Real Talk: Perspectives & Solutions

30 - 90 minutes

Panel conversations, one-on-one dialogues, debates, or small-group discussions

[More info on Session Formats](#)



Session Formats

Inside Look: Field Experience

2+ hours

Behind-the-scenes
and immersive



[More info on Session Formats](#)

EXHIBITOR *LIVE*

Adult Learning Best Practices

3 Things to Remember *When Teaching Adults*

1

**Honor their
learning style**



2

**Engage the
learners**



3

**Empower them
to interact**



Learning Style

1

**Honor their
learning style**



We all learn differently.

In the chat, type in your style.

- ☐ **Are you an auditory learner?**
- ☐ **A visual learner?**
- ☐ **Or kinesthetic tactile / hands-on approach?**

[Learning style in the workspace – Insperity.com](https://insperity.com)

Engage the Learners

2

**Engage the
learners**



**Adult learners like to feel like
their ideas matter.**

Life experience

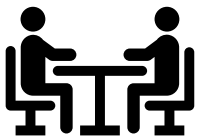
Different industries

Multiple regions

Empower Them to Interact

3

Empower them
to interact



Don't speak to them – speak with them.

Practice your slides so you can move around the deck freely.

Create moments of purposeful dialogue.

EXHIBITOR *LIVE*

Thoughts from a Speaker

Kodi's Perspectives as a Speaker Since 2019

- Take advantage of opportunities offered for training and feedback
- Consider what topics you'd like to hear more about at EXHIBITOR*LIVE*
- Who else do you know that can speak on a topic?
- Reach out to Monica, Kodi or Education Task Force member for support or feedback
- Pro tip: before your session starts, talk to the attendees and meet your audience (find your allies).

EXHIBITOR *LIVE*

Call for Proposals Platform

Call for Session Proposals Site



* indicates a required field

Call for Session Proposals and Speakers

Join us in shaping the future of trade show and event marketing. Submit your session proposal for EXHIBITORLIVE 2027, taking place Sunday, February 14 - Thursday, February 18, the premier event for trade show and corporate event marketing professionals.

Deadline to Submit: Friday, June 5, 2026

Notification of Acceptance: Friday, August 28, 2026

Want More Guidance?

Join us for **Crafting a Winning EXHIBITORLIVE Session Proposal: Strategies for Success** webinar on May 19, 2026 12:00 PM Central - [click here to register](#).

Why Speak?

Have insights that could spark real change? Speaking at EXHIBITORLIVE is your chance to share your expertise, grow your network, and help shape the future of our industry. [Click here to view complete speaker benefits](#).

[Call for Proposals Site](#)

Create New User Account

Log in to the Abstract ScoreCard

New Users

Click 'Join Now' to begin your first submission for this event.

Join Now

Already a User?

Email Address *

...

Access Key *

... Show

[Lost your access key?](#)

Login

Create New User Account



ACCOUNT PROFILE

Create Account

Please complete the information below and then press the 'Create Account' button.
You will be the contact person for all information that you submit using this account.

* indicates a required field

Personal Details

Prefix

First Name *

Middle Initial

Last Name *

Mailing Address

Address Line 1

Address Line 2

Address Line 3

City

Contact Details

Mobile Phone *

Work Phone *

Fax

Email *

Begin New Proposal



[Home](#) | [Log Out](#)

[Event Details](#) | [Technical Support](#)



EVENT INFORMATION

[EXHIBITORLIVE 2027 Call for Proposals](#)

February 14 – 18, 2027 (Sunday)
Colorado Convention Center
Denver, Colorado
United States



[Contact the Event Orga](#)



START A NEW PROPOSAL

Proposal Title *

Suggested Title for Your Session

0 characters (200 max)

0 words (15 max)

[Submit](#)

[Submit](#)



PROPOSAL (You have 1 complete proposal, 0 incomplete proposals, and 0 withdrawn proposals)



[Click here to begin a new proposal](#)

[Call for Proposals Site](#)

Call for Session Proposals - Tasks



1. Submission Terms

Indicate your agreement with the following statements.



2. Session Details

Provide info on your proposed session.



3. Session Learning Objectives

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



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

[Click here to add one or more speakers to this submission.](#)

Proposal Elements – Session Content

- Proposed Title
- Learning Track
- Presented Elsewhere
- Session Format
- Level of Session Content



[More info and worksheet on proposal questions](#)

Proposal Elements – Session Content Continued

- Marketing Description
 - 150-word or less description in paragraph format without speaker names
- Learning Objectives
 - [More information on crafting learning objectives](#)
- Session Structure
- Desired Session Length
- AI Tools or Practices Relevant to Topic (optional)

[More info and worksheet on proposal questions](#)

Proposal Elements – Speaker / Panelist

Speaker Info Provided by Proposal Submitter

Add New Speaker/Panelist

First Name *

Last Name *

Email *

Session Role *

-- Select Session Role --

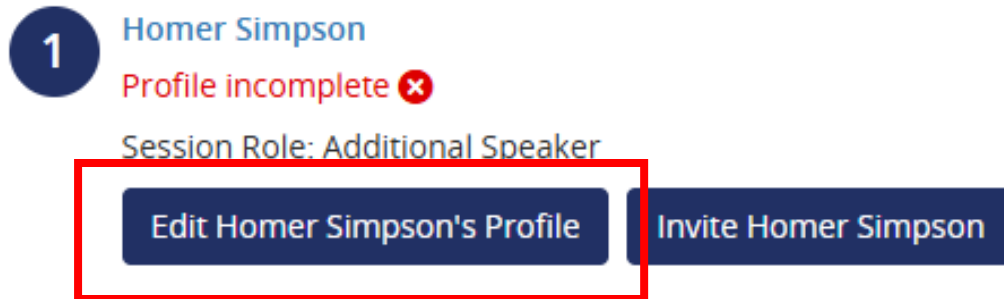
Add Speaker/Panelist

[More info and worksheet on proposal questions](#)

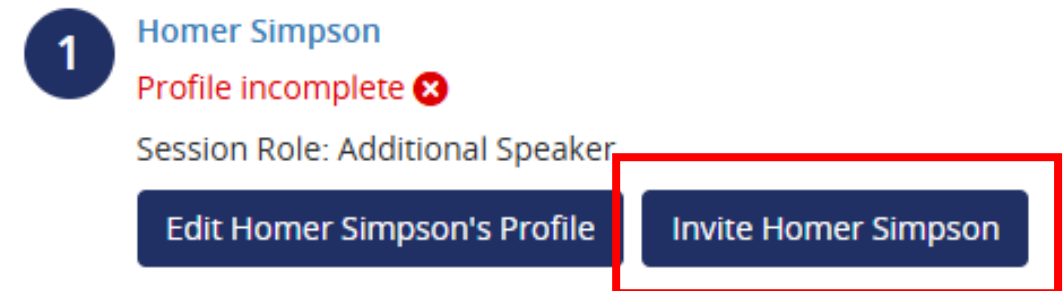
Proposal Elements – Speaker / Panelist

Ways to Complete Additional Speaker/Panelist Info

1. Type/upload info yourself



2. Invite additional speaker/panelist to type/upload info



[More info and worksheet on proposal questions](#)

Proposal Elements – Speaker / Panelist

Required Speaker / Panelist Info

- Contact info
- Assistant name and email (if applicable)
- Title, company and credentials
- Trade show industry role
- CTSM Status
- Social media info
- Biography
- **Intro video**
- Past experience with training programs
- Past attendance
- Headshot photo

Submitting Proposal



1. Submission Terms

Completed Monday, May 11, 2026, 3:48 PM

Indicate your agreement with the following statements.



2. Session Detail

Completed Monday, May 11, 2026, 3:48 PM

Provide information on your session.



PROPOSAL SUMMARY

From Nuclear Plant to Exhibit Hall: Surviving Workplace Chaos

Proposal ID: 2424842

Submission: Proposal to Speak

Proposal Status: Active



3. Session Learning Objectives

Completed Monday, May 11, 2026, 3:48 PM

Provide 3-7 learning objectives.



4. Primary Speaker

Completed Monday, May 11, 2026, 3:48 PM

Click here to add a speaker.

Submit

You have completed all the required tasks for this proposal.
Use the "Submit" button to complete your proposal.

Save Submission

EXHIBITOR *LIVE*

Review and Selection Process

Evaluation Criteria for Proposals



Clear, Organized and Complete (0 – 5 points)

The proposal is exceptionally clear, **well-organized**, contains complete information, and is **free of grammatical and spelling errors**.



Need for and Interest in Topic (0 – 5 points)

"Hot" or desired topic with **high need and strong interest** from target audience.



Originality and Innovation (0 – 5 points)

Highly original, offering **new insights or novel approaches** that have not been previously explored.



Participant Takeaways (0 – 5 points)

Provides **valuable takeaways**; **solves a current challenge**; **inspires new ideas** or **innovative thinking**; and/or helps participants **stay current** on industry trends.



Presenter Credentials, Knowledge, and Presentation Skills (0 – 5 points)

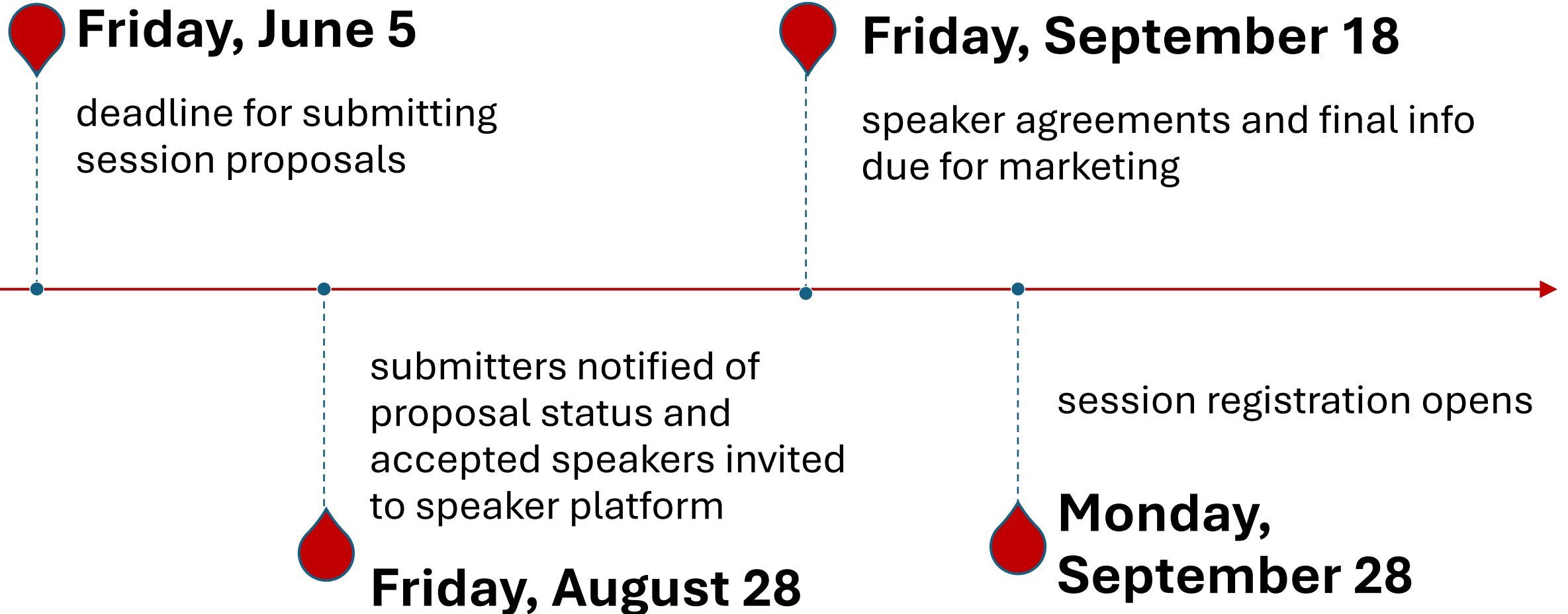
Outstanding credentials and **topic knowledge** with presentation experience or willingness to learn. ***Submitted video is key!***

Possible Follow Up with Submitters

- Length of session
- Requested changes or enhancements to content
- Addition of a corporate trade show or event marketing professional as a co-speaker or panelist
- Feedback from reviewers

Note: EXHIBITOR reserves the right to modify titles, session descriptions, learning objectives, session formats, learning track, level of session content and speaker biographies

Submission Milestones



Thank You!

**Please provide feedback on
today's webinar**



Need More Info?



Monica Myhill, CMP, CRP, CPTD

Chief Learning Strategist and
CTSM Director

EXHIBITOR

monica.myhill@exhibitorgroup.com

*Feel free to pick a good date/time
here for a [Zoom](#) call or a [Teams](#) call*

EXHIBITORLIVE 2027 Education Task Force

Lee Ali, Managing Director, Expo Stars Interactive Ltd

Amy Armstrong, CTSM Gold, Global Event Manager, IPS-Integrated Project Services, LLC

Marsha Bivins, CTSM Gold, VP of Product, Trade Show Savvy

Jay Blankenship, Independent Revenue Growth & Event Strategy Executive, Independent Consultant

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[Webpage with more info on Task Force Members](#)

EXHIBITOR***LIVE***

ExhibitorLive.com

Registrant and Attendee Questions

- Based on attendee feedback, what types of content have been the most compelling and actionable?
 - *The most compelling and actionable sessions feature clear, accurate marketing descriptions, appropriately defined content levels, and strong learning objectives. The highest-rated sessions are specifically designed for trade show and event marketing professionals and include practical takeaways such as lessons learned, tips, tricks, best practices, templates, and checklists.*
- Do you encourage co-presenters?
 - *Yes – for sessions 60 minutes or longer, there can be a maximum of 4 persons involved with a session: 1 Primary Speaker/Facilitator and 3 Additional Speakers or Panelists.*
- How much interaction are they looking for? Does a workbook fit here?
 - *We are seeking sessions that include interaction and audience engagement. Speakers are asked to include opportunities for session participants to meet, interact, and share with a partner, others at their table, and/or the larger group during standard breakout sessions. Ideas include creative mingling activities, partner work, small-group exercises, or large-group discussions.*
 - *Yes, a workbook would be appropriate.*
- I know there are sessions with different time lengths. When do you learn how long your particular session is?
 - *When submitting a proposal, please indicate a range of session lengths that could work well for your topic. Sessions presented during and on the trade show floor typically range from 30–45 minutes, while breakout sessions held in meeting rooms range from 45 minutes to 3 hours (half-day). EXHIBITOR staff may follow up with additional questions during the review process. If your proposal is selected, the assigned session length will be included in the official invitation email.*
- Are humor and laughter topics of interest as a resilience tool?
 - *Likely no, since all topics need to be specific to the trade show and event marketing industry.*

Registrant and Attendee Questions

- Is there a theme for the conference?
 - *The EXHIBITOR team is still determining whether a conference theme will be featured.*
- Should the session steer clear of any commercial focus?
 - *EXHIBITORLIVE provides a unique forum for open dialogue and creative exchange of ideas among professionals, free from commercial content. Speakers are asked to refrain from using brand names and specific product endorsements. To maintain the educational integrity of the event, speakers are advised not to use their session(s) as a platform for direct promotion of their products and services, or for monetary gain. EXHIBITOR does not allow any type of self-promotion in session handouts OR the distribution of literature before, during or after a session. Non-exhibiting speakers are also asked to abide by these same guidelines if they visit the exhibit hall. Future participation will be jeopardized if self-promotion is observed in your session or during EXHIBITORLIVE.*
- Is there a fee per session?
 - *We offer both fee-based sessions and complimentary sessions to our attendees. Attendees select their registration type based on the number of fee-based sessions they plan to attend. Complimentary sessions include sponsored Thought Leadership sessions and all sessions presented during the trade show and on the trade show floor.*
- What will make an impact in my speaking proposal? What are the key factors the committee values most when selecting successful session proposals?
 - *See “Evaluation Criteria for Proposals” as listed on slide 52*
- *How are session rooms typically set up and configured?*
 - *Rooms for standard breakout sessions will be set in crescent rounds or small rectangular pods. Sessions held during the trade show and on the trade show floor will be set in theater-style seating.*

Registrant and Attendee Questions

- How many session participants could I expect to have?
 - Breakout sessions (elective sessions for those pursuing their CTSM) average 40 attendees. Complimentary sponsored Thought Leadership sessions average 50 attendees. Complimentary sessions held during the trade show floor average 85 attendees.
- What have been well-received and valued topics at prior events?
 - *Other than the [CTSM required sessions](#), the topics that generated the greatest interest in 2025 and 2026 included:*
 - *AI topics*
 - *Brand alignment across marketing and events*
 - *Use of science-proven strategies in developing a trade show booth and engaging visitors*
 - *Trends*
 - *Creating immersive experiences*
 - *Scaling an exhibit booth*
 - *Creating memorable trade show booths*
 - *Enhancing your productivity*
- What type of session handout is required before the conference?
 - *The primary session speaker is REQUIRED to provide a digital handout for their session in advance of the conference. This handout could be a PDF of the session slides, a one-to two-page takeaway document, a worksheet/workbook type document and/or a session outline. This handout will be provided to session registrants through the online attendee hub/mobile event app. No handouts are printed and distributed onsite.*