

EXHIBITORLIVE 2026 Session and Speaker Info

(Sat7103) CTSM Portfolio Writing Weekend - Part I

3/28/2026, 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 Bruce, CTSM Diamond, CTSM Portfolio Manager, Exhibitor Group

(Sun7103) CTSM Portfolio Writing Weekend - Part II

3/29/2026, 9:00 AM to 12:00 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

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Learning Objectives:

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- Format your portfolios according to CTSM guidelines, ensuring professional presentation and readability.
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- Produce a high-quality CTSM Portfolio that effectively showcases your qualifications.

Speaker(s):

Chris Bruce, CTSM Diamond, CTSM Portfolio Manager, Exhibitor Group

(Sun2023) Crash Course: What You Need to Know About Trade Show Shipping

3/29/2026, 1:00 PM to 2:30 PM

Track: Planning & Execution

Level of Content: Essential

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.
- Develop action steps to enhance your event shipping strategy.

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- Take back information that will assist them in choosing a tradeshow logistics partner and understand their limits of liability when transporting their assets.

Speaker(s):

Ernie Magalotti, Sr. VP of Tradeshows, EFW Tradeshow

Michelle Lasater, Manager, Tradeshow Business Development, EFW Tradeshow

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

3/29/2026, 1:00 PM to 2:30 PM

Track: Planning & Execution

Level of Content: Essential

CTSM Required

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

(Sun2146) How to Use AI as Your Strategic Advisory Board

3/29/2026, 1:00 PM to 2:30 PM

Track: Planning & Execution

Level of Content: Essential

Stop thinking like a task executor and start thinking like a CEO (with AI as your personal advisory board). Discover how to use AI to step into the mindset of different executives in your organization, understanding how your CFO evaluates ROI, how your CMO thinks about brand strategy, how your CEO prioritizes competing initiatives, and how your COO optimizes operations. In this session, learn powerful prompting techniques and the process to create custom GPTs that help you

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analyze event challenges from multiple executive perspectives, learn how to align your messaging with each stakeholder's priorities, and make strategic decisions with the clarity of a C-suite leader. You'll practice live exercises where AI helps you think through budget negotiations like a CFO, evaluate sponsorship opportunities like a CMO, and prioritize your event portfolio like a CEO. Leave with frameworks for using AI as your strategic thinking partner, helping elevate your role from coordinator to strategist and transforming how you approach problems, communicate with leadership, and advance your career.

Learning Objectives:

- Apply AI prompting techniques to analyze event challenges from four distinct executive perspectives (CFO, CMO, CEO, COO) simultaneously.
- Create business cases and strategic proposals that address the specific priorities and concerns of different C-suite stakeholders using AI-generated insights.
- Demonstrate the ability to anticipate and address executive objections by using AI to role-play stakeholder perspectives before critical conversations.
- Understand AI's strategic limitations, and know when to default to human expertise.

Speaker(s):

Noah Cheyer, Founder, Silicon Valley Speakers

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

3/29/2026, 1:00 PM to 5:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

Field Trip

Discover unique venues that Tampa 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!" Venues include Sparkman Wharf, Splitsville, The Motor Enclave, and Busch Gardens Tampa Bay. Attire is casual, and closed-toe shoes are required."
Optional fun: Our last stop will be Busch Gardens Tampa Bay. If you would like to skip the provided bus transportation back to the Convention Center, you will have the option to stay and play in the park until it closes at 7pm. You would be responsible for your own return transportation.

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):

Missy Walker, CMP, Destination Service Manager, Visit Tampa Bay

(Sun6150-A) Engage the Senses: Transforming Trade Show Experiences

3/29/2026, 1:00 PM to 4:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

Half Day

Our senses shape our experience of the world. Yet in today's screen-saturated environment, much of digital media blends into the background and becomes white noise on the trade show floor.

Hands-on learning and sensory engagement break through that clutter to create experiences that truly resonate. The aroma of fresh coffee, the texture of a product sample, or the rhythm of a live DJ are not just moments—they are lasting memories that connect on a human level.

In this interactive session, you will not only learn about sensory-rich trade show activations, but you will also experience them. Guided exercises will engage your senses and help you discover how to design high-impact experiences that capture attention and stick with participants long after the show.

Be ready for a hands-on journey filled with practical tools and fresh inspiration. You will leave with a stronger understanding of how to harness sensory engagement to elevate your brand and drive measurable ROI.

Learning Objectives:

- Explain the psychological principles (i.e. emotional memory, multisensory integration) that make experiential learning effective in live events.
- Define the five core human senses and identify at least three examples of how they are commonly used in successful experiential marketing campaigns.
- Recognize the difference between passive and active sensory engagement in an event context.
- Analyze an existing trade show activation to determine how effectively it engages multiple senses and where improvements could be made.
- Demonstrate how to incorporate at least three sensory elements into a mock trade show activation using materials provided during the session.
- Apply a sensory engagement checklist or framework to evaluate the attendee experience in a recent or upcoming event.
- Design a sensory-rich trade show activation concept tailored to your own brand or industry, incorporating feedback and insights gained during the workshop.

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Speaker(s):

Debra Smith, CMP, CTSM, Director, Conferences & Strategic Events, Elanco Animal Health

George Bird, Director, Immersive Experience Design, MERGE

Amy McVey, Creative Director, MERGE

(Sun7128-B) Brand You: Build a Clear, Confident Online Presence (with a Little Help from AI)

3/29/2026, 1:00 PM to 4:30 PM

Track: Personal & Career

Level of Content: Intermediate

Half Day

In a world of noise, clarity wins. This hands-on workshop helps professionals get crystal clear on their unique value-and turn that clarity into a high-impact LinkedIn presence. We'll start by uncovering your Unique Selling Proposition (USP), then work to build a personal brand aligned with your goals and values. From there, you'll craft direction for your LinkedIn strategy that turns your expertise into inbound opportunities, using AI-powered tools to streamline the process. Designed for corporate marketers, sales professionals, and industry leaders, this session combines storytelling, positioning, and technology to help you show up with confidence-without burning out. Participants will walk away with an AI-inspired personal brand blueprint, optimized LinkedIn tips and tricks, and a content plan fueled by authenticity and supported by AI.

Learning Objectives:

- Define their Unique Selling Proposition (USP) and brand focus for professional visibility.
- Identify core brand elements (voice, values, and keywords) that align with their goals.
- Optimize key sections of their LinkedIn profile for visibility and trust.
- Use AI tools to brainstorm keywords, write bios, and generate content ideas.
- Create a content calendar tailored to their personality, goals, and time.

Speaker(s):

Leanne Calderwood, CMP, Speaker, Trainer, LeanneCalderwood.com

(Sun1126) The Show Optimization Breakthrough: How AI Solves Trade Shows' 30-Year ROI Problem

3/29/2026, 3:00 PM to 4:30 PM

Track: Measurement & Analytics

Level of Content: Intermediate

Thought Leadership

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For three decades, trade shows chased one elusive goal: proving which deals actually came from which shows. Better badge scanners and lead forms didn't solve it-the real problem was that CRM, ERP, and event data lived in separate systems that refused to talk.

That just changed.

AI now connects these systems for the first time, tracking results from booth conversation through closed deals while identifying which attendees match your most profitable customer segments before you step on the floor.

Imagine knowing which 50 companies look like your top customers-the ones who buy repeatedly, spend more, and close faster. Imagine showing your CFO a dashboard proving Show X delivered \$2.4M in closed revenue from repeat customers, while Show Y generated \$890K from one-time purchasers.

This session introduces a five-step framework that finally solves the attribution challenge. You'll learn to focus time and budget on your most profitable segments-and transform exhibit managers from budget defenders into strategic advisors armed with data that speaks louder than any pitch deck.

Learning Objectives:

- Explain how AI integration solves the 30-year show optimization problem by connecting disconnected CRM, ERP, and event data-tracing every deal from booth conversation to signed contract with proof your CMO will believe.
- Discuss how AI uses segmentation analysis to identify your most profitable customer profiles, then scores trade show attendees against that profile-helping you focus on high-value prospects and avoid tire-kickers.
- Evaluate real-world case studies showing how companies increased ROI, eliminated underperforming events, sustained lead volume, and pinpointed which shows deliver repeat, high-value customers who drive long-term revenue.

Speaker(s):

Jane Gentry, Managing Partner, Jane Gentry & Company

Peter O'Sullivan, CEO, HighBeam Analytics Inc.

(Sun2150) AI in Events: Do More with Less Using Practical AI Tools

3/29/2026, 3:00 PM to 4:30 PM

Track: Planning & Execution

Level of Content: Intermediate

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Still spending hours on event timelines, wrestling with stakeholder communications, or drowning in post-event survey data? AI has moved from hype to practical reality for event professionals. In this eye-opening session, discover which AI applications actually save time (and which waste it) using a proven 0-10 readiness scale. Learn why timeline generation and data analysis score 8+ while client calls remain firmly human territory.

Get hands-on with custom AI tools that can transform four-hour tasks into 30-minute wins. Explore why today's AI excels at processing knowledge but struggles with execution, and how event professionals can leverage this evolving "knowledge engine" to their advantage.

You'll leave with immediately actionable AI implementations, practical tools, and a clear roadmap for what to automate now versus what to keep human. Stop wondering if AI can help and start saving hours every week.

Learning Objectives:

- Evaluate event tasks using the 0-10 AI Readiness Scale to identify opportunities for immediate automation.
- Differentiate between AI "Know Engines" and "Do Engines" to set realistic implementation expectations.
- Apply at least one high-scoring AI tool to reduce a 4-hour task to under 30 minutes.
- Analyze personal workflows to prioritize three AI implementations based on time savings and ROI.

Speaker(s):

Noah Cheyer, Founder, Silicon Valley Speakers

(Sun2152) Stronger Sourcing Pipelines for Faster, Cost-Saving Results

3/29/2026, 3:00 PM to 4:30 PM

Track: Planning & Execution

Level of Content: Advanced

Hidden fees, last-minute rush charges, and sluggish approvals can drain 4% or more of an activation budget before the booth is even built. In this fast-paced workshop, exhibitors and corporate planners will identify every choke point in their current sourcing pipeline, from the initial brief to the signed contract, and learn how to keep deals moving at the speed of showtime. We'll break down the five-stage velocity framework, apply the 48-hour line-item rule that forces vendors to surface "miscellaneous" costs early, and set auto-trigger fallbacks so internal delays no longer hinder leverage. Participants will work through real-case data, populate a plug-and-play dashboard, and leave with a printable supplier scorecard that converts one-off vendors into boomerang partners who return year after year. Show up with your pain points and walk out with a ready-to-deploy velocity planner that recovers budget, speeds approvals, and turns every activation into a cost-smart success.

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Learning Objectives:

- Map their own sourcing pipeline and pinpoint at least two stall points or cost "leaks".
- Implement the 48-hour line-item rule to secure transparent pricing and prevent "misc." fees before contracts are signed.
- Build and interpret a live dashboard that forecasts timeline risk, rush-fee exposure, and savings potential.
- Set triggers and fallback actions that keep approvals moving, cutting rush charges and late penalties by a targeted 20 percent.
- Deploy a supplier scorecard and post-show follow-up plan designed to convert at least one new vendor into a repeat, "boomerang" partner for the next event.

Speaker(s):

Marc Ghafoori, SVP Client Experience, Heritage

(Sun5114) European Standbuilding Trends: Design, Materials, and the Stories Behind Them

3/29/2026, 3:00 PM to 4:30 PM

Track: Global Exhibit Marketing

Level of Content: Intermediate

European standbuilding continues to influence global exhibition design through its disciplined use of materials, sustainability, technology, and storytelling. This session explores current European design trends shaping stand construction, including forms, textures, color palettes, and spatial layouts, while examining how these choices reinforce brand identity. Participants will gain insight into the European exhibition landscape, with references to leading design events such as Salone del Mobile in Milan, EuroShop in Düsseldorf, and best practices from Mobile World Congress in Barcelona. The session highlights Europe's unique strengths in sustainable material selection and technology integration, demonstrating how these elements create a tangible impact on the show floor.

Learning Objectives:

- Identify key European design trends.
- Describe Europe's unique selling propositions related to sustainability and technology within exhibition design and construction.
- Summarize the European exhibition landscape, including major design-driven events that influence global standbuilding practices.
- Explain how storytelling principles are used in European stand design to reinforce brand identity and audience engagement.
- Recognize how European standbuilding supports experiential marketing strategies for top brands and large-scale exhibitions.

Speaker(s):

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Michael Debaveye, CEO, Creaplan Group BV

(Sun7110R) Don't Hesitate, Go Negotiate!

3/29/2026, 3:00 PM to 4:30 PM

Track: Personal & Career

Level of Content: Essential

CTSM Required

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. 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.
- Create significant connections with key people and attract support for your ideas.
- Know when to stay and when to walk away from a negotiation.

Speaker(s):

Linda Swindling, JD, CSP, CPAE, Owner, Negotiation Speaker

(Mon2154) Build a Month-by-Month Action Plan for First-time Exhibiting Success

3/30/2026, 9:00 AM to 10:30 AM

Track: Planning & Execution

Level of Content: Essential

Booked your first trade show booth and not sure where to start? This session gives first-time exhibitors a clear, structured path to success, month by month. From the moment you sign the contract to the final post-show follow-up, you'll learn exactly what to do and when. Designed as a beginner-friendly roadmap, this session breaks the exhibiting timeline into manageable steps, highlighting key milestones like budgeting, shipping, marketing, and staffing. Attendees will walk

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away with downloadable planning tools and the confidence to avoid common rookie mistakes. Whether you're an exhibitor preparing for your first show or an organizer helping newbies succeed, this session delivers actionable insights and a timeline you can trust.

Learning Objectives:

- Develop a realistic, month-by-month exhibiting action plan tailored to their timeline.
- Identify essential pre-show milestones, including budgeting, marketing, shipping, and logistics.
- Recognize common mistakes that impact first-time exhibitor success.
- Apply tools and checklists to simplify planning from start to finish.

Speaker(s):

Stephanie Rapko, CEM, CMP, Tradeshow and Events Specialist, Skyjack

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

3/30/2026, 9:00 AM to 10:30 AM

Track: Marketing & Sales

Level of Content: Essential

CTSM Required

Today's attendees expect one connected journey from first click to follow up. This session shows how to design an omnichannel plan that meets them where they are and sustains momentum long after the show floor closes. A quick poll sets the baseline, followed by a focused case study that demonstrates how leading teams turn booth engagement into qualified pipeline and measurable revenue impact. Event marketing is shifting from isolated campaigns to a continuous engagement loop. Each interaction informs the next, creating a smarter, more effective experience over time. You will learn practical ways to apply AI for scalable personalization, contextual lead capture, automated post show outreach, and rapid summaries from badge scans and notes. See how a simple, repeatable framework connects engagement, sales velocity, and revenue so your team can clearly measure what is working and where to optimize. You will leave with a practical action plan and a framework you can apply to your very next event.

Learning Objectives:

- Describe the structure of an effective omnichannel strategy for live events and trade shows.
- Explain how AI enhances personalization, targeting, and follow up across the event lifecycle.
- Identify practical tactics to improve lead capture and post event activation.
- Evaluate trade show success using metrics that connect engagement to pipeline and revenue.
- Identify at least two actionable next steps they can apply to improve engagement and post show conversion.

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Speaker(s):

Kevin England, CEO & President, Vonazon

(Mon3116) Smarter Event Marketing with AI: Content, Campaigns, and Conversion Support

3/30/2026, 9:00 AM to 10:30 AM

Track: Marketing & Sales

Level of Content: Intermediate

Event marketers are under pressure to produce more content, personalize campaigns, and demonstrate ROI often without more budget or headcount. This interactive session delivers a practical, AI-powered roadmap for supporting lead generation before, during, and after your event. Participants will explore how to use AI to streamline pre-show marketing, generate impactful booth messaging, and scale post-event follow-up. Through live demos, hands-on examples, and ready-to-use templates, attendees will learn how to prompt smarter, create faster, and support internal stakeholders with content that converts. Bonus: All attendees will receive the AI Prompt Pack for Event Marketers, including a curated collection of plug-and-play prompts, workflow templates, and tool suggestions designed to enhance event marketing efforts across every stage of the event lifecycle.

Learning Objectives:

- Generate personalized pre-show marketing content, email campaigns, and social posts using AI tools.
- Apply prompt-writing best practices to create more effective sales support content such as booth briefs, talking points, and follow-up emails.
- Design workflows that integrate AI into the event marketing process by using the 20-60-20 framework.
- Streamline post-show lead nurture activities with AI-generated summaries and content.
- Build and customize their own AI Prompt Pack for Event Marketers to support ongoing marketing tasks and internal collaboration.

Speaker(s):

Julie Holmes, AI Strategist and Speaker, Smarter HQ LTD

(Mon4007R) Exhibit Law Primer: Legal Concepts and Practical Advice

3/30/2026, 9:00 AM to 10:30 AM

Track: Management & Leadership

Level of Content: Essential

CTSM Required

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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.

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 Bagnall, Partner, Holland & Knight

(Mon4116) Positively Negotiate Drama: How to Stop Complainers & Energy Drainers to Get More Done

3/30/2026, 9:00 AM to 10:30 AM

Track: Management & Leadership

Level of Content: Intermediate

Constant complainers drain resources, time, and mental bandwidth in the workplace. Shifting from a culture of complaining to one of contributing boosts morale, increases productivity, and strengthens communication - resulting in more progress with less drama. Learn how to positively influence others to achieve shared goals, recognize the reasons behind workplace drama, and apply strategies to diffuse conflicts and address problems productively.

Learning Objectives:

- Differentiate between specific types of energy drainers and complainers and negotiate strategies for managing each.
- Demonstrate techniques to maintain control of destructive conversations, including the primary method to stop a chronic whiner.
- Apply effective communication strategies when interacting with difficult individuals, including toxic personalities.
- Evaluate personal behaviors to recognize when they align with complaining tendencies and develop strategies to change them.
- Utilize concrete phrases to transform constant complainers into productive contributors.
- Resolve disagreements constructively to enable a return to productive work.

Speaker(s):

Linda Swindling, JD, CSP, CPAE, Owner, Negotiation Speaker

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(Mon4118) Reframing Failure: Harnessing Neuroscience to Shift Team Perspectives

3/30/2026, 9:00 AM to 10:30 AM

Track: Management & Leadership

Level of Content: Advanced

This interactive session explores failure not as the end of the road but as fuel for growth. Using insights from neuroscience, we'll dig into how our brains respond to failure and how we can train ourselves and our teams to respond differently. Expect a mix of science, real talk, guided reflection, and yes, even some breathwork. We'll tap into vulnerability, share stories, and create space to explore how our own experiences and the lessons from others can offer surprising clarity. You'll walk away with tools to help your team face challenges with more confidence, connection, and psychological safety, and maybe even see failure in a whole new light.

Learning Objectives:

- Explain the neuroscience behind failure by describing how the brain responds to failure and how these responses influence behavior in high-pressure environments such as events.
- Practice guided self-reflection and breath techniques to enhance mindset, increase emotional awareness, and create conditions for learning and connection.
- Apply storytelling and peer-to-peer sharing strategies to foster psychological safety, strengthen trust, and cultivate a more resilient and innovative team culture.

Speaker(s):

Matthew Kalb, CMP, CEM-AP, Vice President of Client Experience, T3 Expo

(Mon5110) Surviving the Global Exhibit Circuit: Tips and Tricks from Well-Traveled CTSMs

3/30/2026, 9:00 AM to 10:30 AM

Track: Global Exhibit Marketing

Level of Content: Intermediate

Join our seasoned panel of exhibit professionals as they share honest stories and practical strategies for navigating the unpredictable world of international trade shows. From travel hassles and cultural missteps to carnet confusion, shipping delays, and design and build challenges, we'll break down what it truly takes to succeed on a global stage-without losing your sanity (or your shipment). Expect laughs, lessons learned, and plenty of "if only we'd known" moments. You'll walk away with hands-on tips, smart shortcuts, and resources for mastering the world of international trade shows.

Learning Objectives:

- Enhance your ability to communicate respectfully and effectively across cultures, avoid common intercultural missteps, and foster stronger, more trusting relationships before, during, and after the trade show.

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- Confidently plan and manage all aspects of international travel-for themselves and their teams-including handling flight disruptions, securing visas and documentation, navigating in-country logistics, and overcoming common travel challenges.
- Strategically coordinate international trade show shipments by managing export documentation, customs clearance, freight logistics, and temporary imports, while ensuring compliance and on-time delivery.
- Recognize and effectively navigate the key differences between domestic and international trade shows, anticipating potential pitfalls during the planning and execution phases.

Speaker(s):

Laura Cooley, CTMS Gold, Senior Manager, Global Trade Shows, Oshkosh Corporation

Jamie Talboom, CTSM Diamond, Independent Event & Trade Show Manager, A&J Experiences

Evelyn Teichner, CTSM Silver, Director, Marketing & Events, SKE Management

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

(Mon6152) What Lights Us Up: The Neuroscience of Memorable Brand Experiences

3/30/2026, 9:00 AM to 10:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

What makes an experience truly unforgettable-regardless of industry, audience, or geography? Is it scale, surprise, or sensory design? Or something deeper, wired into how human brains are built? In this cross-industry analysis, we share findings from immersive audits at ASCO, CES, SXSW, and MWC. We analyzed the three most engaging brand experiences at each and looked for common threads. While our null hypothesis said there'd be none, the results say otherwise: a set of universal triggers that consistently light up human attention, emotion, and memory. We'll explore how these insights can elevate your brand activations-not by copying what's trendy, but by honoring what works for the species we're all marketing to: Homo sapiens. To close, we'll introduce a custom-built GPT tool designed to help you apply these universal success factors to your own event concepts. It's not the main event. It's the parting gift: a compass you can take with you.

Learning Objectives:

- Identify key experiential marketing trends from CES, ASCO, MWC, and SXSW.
- Recognize common strategic elements that contribute to successful event experiences across industries.
- Translate cross-industry insights into actionable strategies for their own event programs.
- Evaluate how different event models can inform innovation in their own planning and execution.

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Speaker(s):

Jolanta Schwartz , Account Director, Jack Morton

Leah Cepko, MSc, Director, Strategy, Jack Morton

(Mon1116) Game On: How Seagate Used Behavioral Data to Validate Booth Engagement at NAB

3/30/2026, 1:30 PM to 3:00 PM

Track: Measurement & Analytics

Level of Content: Intermediate

Thought Leadership

When your booth features everything from small giveaways to enterprise-level solutions, how do you ensure every product gets attention-and prove it? This session presents a real-world case study on how one team used behavioral data to evaluate and validate an innovative gamification strategy at a major trade show. Learn how AI-powered insights tracked dwell time, stop rates, and product engagement to confirm that a "visit-all-zones" incentive drove balanced traffic while also uncovering surprising audience trends. Participants will gain practical insight into how attendee behavior data can refine booth design, improve engagement, and justify marketing investments. Whether you are experimenting with interactive strategies or seeking clearer ROI metrics, this session will demonstrate how moving beyond badge scans can reveal what is truly working in your exhibit and highlight opportunities for improvement.

Learning Objectives:

- Describe how behavioral data can be used to evaluate the effectiveness of booth engagement strategies.
- Identify key metrics such as dwell time, stop rate, and traffic distribution that contribute to booth performance insights.
- Explain how gamification can influence attendee behavior and product visibility within an exhibit space.
- Recognize how objective data can validate or challenge assumptions made about booth design and attendee engagement.
- Discuss how data insights can inform strategic decisions for future booth iterations.
- Evaluate the impact of demographic patterns on booth engagement outcomes.
- Apply lessons from Seagate's case study to their own exhibit strategies to improve ROI and attendee experience.

Speaker(s):

Nick Borelli, Director of Marketing, Zenus

Mandy Glenwright, Senior Events Specialist, Lenovo (formerly Global Events Manager, Seagate Technology)

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

3/30/2026, 1:30 PM to 3:00 PM

Track: Planning & Execution

Level of Content: Essential

CTSM Required

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

Speaker(s):

Anders Boulanger, CSP, Founder and CEO, Engagify Inc.

(Mon2142) Cost Control Strategies: Impact of Decisions on Your Exhibit Program

3/30/2026, 1:30 PM to 3:00 PM

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 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:

EXHIBITOR/LIVE 2026 Session and Speaker Info

- 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

Jill Johnson, Director, Events and Engagement, Samsung Electronics America, B2B Group

(Mon2160) AI Intern & Agent Bootcamp: Build Your Marketing Dream Team Without Hiring Anyone New

3/30/2026, 1:30 PM to 4:45 PM

Track: Planning & Execution

Level of Content: Intermediate

Half Day

Marketing teams are being asked to do more with less. This includes more content, more personalization, and more metrics, often without adding headcount or budget. In this hands-on workshop, discover how to turn AI into your most reliable team member. Using a proven approach to training, managing, and scaling AI support, you'll design a custom "AI Intern" to assist with content creation, data analysis, and day-to-day execution. Then, take it further by exploring how AI agents can handle ongoing workflows automatically. Attendees will leave with real tools, templates, and workflows they can use immediately to reduce bottlenecks, boost output, and free up time for strategic work.

Learning Objectives:

- Apply the "AI Intern" model to train AI tools to follow brand and tone guidelines.
- Use the 20-60-20 framework to delegate effectively to AI across the content lifecycle.
- Identify the difference between prompt-based AI assistants and autonomous AI agents.
- Design a marketing-focused workflow using AI tools for tasks like lead follow-up, content generation, or analytics.
- Build a custom toolbox of prompts, tools, and processes that reduce manual effort and increase consistency.

Speaker(s):

Julie Holmes, AI Strategist and Speaker, Smarter HQ LTD

(Mon3011R) How to Grow Your Brand: Incorporating Brand Marketing into Your Exhibit Program

3/30/2026, 1:30 PM to 3:00 PM

Track: Marketing & Sales

Level of Content: Essential

CTSM Required

Events and tradeshow are the front lines of brand building, and exhibit managers should be leading the charge. This session explores 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.
- Gather and analyze customer feedback to optimize brand communication strategies.

Speaker(s):

Scott Leech, Senior Partner, BrandSpeak

(Mon3118) Lead Capture & ROI Strategies for Every Exhibitor: Beyond the Scan

3/30/2026, 1:30 PM to 3:00 PM

Track: Marketing & Sales

Level of Content: Intermediate

Scanning a badge isn't the same as capturing a lead. In this practical session, participants will learn best practices for implementing lead capture strategies that align with business goals and generate measurable results. Whether using a lead retrieval app or handwritten notes, you'll explore how to qualify contacts, ask the right questions, and prepare for meaningful follow-up. The session will also highlight simple approaches to connecting leads to ROI, even without a complex CRM. In addition, you'll discover how AI can support post-show efforts through follow-up reminders, lead scoring, and automated email drafting, saving time while improving accuracy. Designed for both first-time exhibitors and seasoned professionals, this session provides actionable tools to strengthen lead capture, streamline post-event processes, and ensure trade show investments yield measurable results.

Learning Objectives:

- Identify the most effective lead capture method based on booth goals and team size.
- Train booth staff to qualify leads using purposeful, time-efficient questions.

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- Develop a lead follow-up plan that nurtures contacts and supports sales objectives.
- Connect lead activity to event ROI using simple reporting techniques.
- Apply AI tools for follow-up reminders, lead scoring, and email drafting to streamline post-show engagement and boost conversions.

Speaker(s):

Stephanie Rapko, CEM, CMP, Tradeshow and Events Specialist, Skyjack

(Mon8105) Session for Industry Vendors/Suppliers: The Power of Small - Strategies to Transform 10x10s into Big Business

3/30/2026, 1:30 PM to 3:00 PM

Track: Sessions for Industry Sellers/Vendors NEW for 2026

Level of Content: Intermediate

Small booths are everywhere on the show floor-but too often, they're treated like an afterthought by vendors. This session is here to change that. If you're a vendor or supplier who supports or would like to support 10x10s, 10x20s, or other compact spaces, it's time to think beyond basics and start delivering real impact for your clients. We'll delve into smart recommendations, budget-friendly materials, and systems that help you maximize value without compromising style. You'll hear directly from a corporate exhibitor who has managed over 30 small booths a year for 18 years, and get real-world ideas, engagement tools, and conversations that build trust (and long-term business). Whether you're new to small booths or want to level up your strategy, you'll leave with practical tools and a fresh perspective on how to turn "just a small booth" into a big opportunity.

Learning Objectives:

- Identify common challenges in small booth projects and offer creative solutions that wow clients.
- Recommend flexible options that maximize effect and cut costs.
- Propose engagement ideas that fit small spaces yet drive meaningful attendee interaction.
- Use a simple checklist to guide client conversations and project planning for small booths.

Speaker(s):

Kodi Morton, CTSM Diamond, Senior Marketing and Events Specialist, Bruker Scientific

(Mon2156) Connecting Campaigns, Budgets, and ROI for Smarter Trade Show Marketing

3/30/2026, 10:45 AM to 12:15 PM

Track: Planning & Execution

Level of Content: Advanced

Thought Leadership

EXHIBITORLIVE 2026 Session and Speaker Info

Trade shows and events are too big a line item to live in a silo. This session is for marketers and event pros ready to elevate their approach by integrating events into broader marketing campaigns and budgets. We'll dive into how to align your trade show budget with strategic goals, what reporting and insights your exhibit partner should deliver, and how to measure ROI across your full program-not just show by show. We'll explore how the right exhibit partner becomes a strategic ally in your budgeting process, delivering actionable reporting and insights that help you track trends, justify spend, and adapt your program as your marketing priorities shift. Come ready to rethink how you build, measure, and communicate the value of your event marketing investment.

Learning Objectives:

- Analyze how trade shows and events align with digital marketing and other campaign tactics to create a unified, cross-channel marketing approach.
- Evaluate the types of reporting and data (e.g., asset utilization, variance analysis, strategic trends) that empower better budgeting decisions.
- Effectively position event spend to leadership and adapt budget conversations to reflect evolving trends.
- Design a collaborative budgeting approach with exhibit partners that prioritizes insight, efficiency, and measurable outcomes.
- Implement practical strategies for measuring event ROI-both quantitative and qualitative-across individual shows and broader program objectives.

Speaker(s):

TK Komlofske, Vice President, Client Strategy, Derse

Stacey Nelson, Vice President of Marketing, Derse

(Mon2158) Big Ideas, Small Footprint: Winning the 10x10 Game

3/30/2026, 10:45 AM to 12:15 PM

Track: Planning & Execution

Level of Content: Intermediate

Think small? Think again. When you're working with limited space and budget, it's not about doing less-it's about doing it smarter. In this high-energy, gamified lab, you'll roll up your sleeves and dive into creative strategy challenges designed for small booths that need to make a big impression. Through quick-fire games like budget battles and message match-ups, you'll collaborate with fellow pros to design, prioritize, and pitch impactful booth plans. Whether you're optimizing a 10x10 or maximizing a tight budget, you'll walk away with new tools, sharper instincts, and real-world solutions you can use immediately. This lab is designed for planners, exhibit managers, and anyone tasked with transforming small ideas into spectacular events. Come ready to play-and leave ready to win.

Learning Objectives:

EXHIBITORLIVE 2026 Session and Speaker Info

- Craft concise, high-impact booth messaging that works within the "3-second rule" to grab and hold attendee attention.
- Prioritize exhibit investments strategically, knowing where to spend and where to save in small booth environments.
- Make design and layout decisions that enhance flow, visibility, and engagement in 10x10 or 10x20 spaces.
- Navigate real-world trade-offs through budget simulations and group decision-making games.
- Utilize practical tools you can customize for messaging, budgeting, and planning your next small exhibit.

Speaker(s):

Kodi Morton, CTSM Diamond, Senior Marketing and Events Specialist, Bruker Scientific

(Mon3048R) Sales and Marketing Alignment: How to Get - and Stay - on the Same Page

3/30/2026, 10:45 AM to 12:15 PM

Track: Marketing & Sales

Level of Content: Essential

CTSM Required

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

(Mon4120) AI in Event Marketing: Legal Realities, Confidentiality Risks, and Policy Essentials

3/30/2026, 10:45 AM to 12:15 PM

Track: Management & Leadership

Level of Content: Essential

EXHIBITORLIVE 2026 Session and Speaker Info

Artificial intelligence is now embedded in daily work, and event marketing teams are under pressure to use it responsibly while safeguarding their organizations. This session cuts through the noise and focuses on the practical side of AI use: the laws and emerging regulations that matter today, the confidentiality and intellectual-property risks teams routinely overlook, and the internal guardrails needed to stay protected. Participants will examine what should be included in a well-structured AI policy and the guidelines needed to roll it out effectively.

Learning Objectives:

- Explain the current laws, legal concerns, confidentiality, and intellectual property (IP) considerations when using AI.
- Evaluate appropriate and inappropriate use cases of AI.
- Develop the foundational components of an internal AI policy that addresses risk, governance, and staff expectations.
- Implement practical steps to adopt and enforce an AI policy within an event-marketing team.

Speaker(s):

Kelly Bagnall, Partner, Holland & Knight

Daniel Barsky, Partner, Holland & Knight LLP

(Mon6020R) The @show Experience: Understand the Essentials of Exhibit Design

3/30/2026, 10:45 AM to 12:15 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

CTSM Required

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.

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, Sr Account Director, Spiro

(Mon6154) 3 Key Concepts for Building Experiential Thinking into Your Exhibit Program

3/30/2026, 10:45 AM to 12:15 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

Experiential marketing isn't just for the biggest booths or the largest budgets. Every brand, regardless of size, can deliver meaningful and measurable experiences. For many event managers, however, turning the idea of "experiential" into actionable plans can feel daunting. This hands-on session will demystify the process and provide participants with the tools, vocabulary, and confidence to bring experiential thinking into any program. The discussion will cover how to define experiential marketing and establish what success looks like, how to scale ideas effectively across different booth sizes, and how to recognize what experiential design really means at each level. It will also address the critical questions to ask and the best ways to communicate with internal stakeholders and exhibit houses. By walking through a collaborative framework, the session makes experiential design tangible and achievable. Participants will leave energized, informed, and equipped to transform creative ideas into real results-whether planning a 10x10 activation or a 100x100 immersive brand space.

Learning Objectives:

- Define what "experiential" really means in the exhibit and event context-and what makes an experience effective.
- Identify the core experiential factors that deliver a true "experience" and how to apply them across different booth sizes and budget levels.
- Collaborate effectively with internal teams and exhibit house partners by bringing the right mindset, tools, and expectations to the table.
- Evaluate real-world examples and analyze what makes them successful.
- Use what they've learned to introduce or expand experiential strategy in their own programs.

Speaker(s):

Dane Giles, Director of Creative, Star

Terri Licopoli, Director of Account Management, Star

(Mon7130) What's Your V.I.B.E.? Build a Personal Brand with Ease

3/30/2026, 10:45 AM to 12:15 PM

Track: Personal & Career

Level of Content: Essential

Tired of shouting to be seen? Good news-visibility doesn't require volume. In this energizing session, we'll unpack the V.I.B.E. framework, a personal branding strategy designed for professionals who want to grow their presence without losing themselves in the process. Ideal for

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introverts, suppliers, and sales pros who value authenticity over algorithms, this session blends self-reflection, storytelling, and strategy to help attendees align their online presence with who they really are. Whether you're representing a brand or building your own, you'll leave with a fresh perspective and an action-ready visibility plan.

Learning Objectives:

- Define the four elements of the V.I.B.E. framework and how each supports a sustainable personal brand.
- Identify stories and traits that foster trust and visibility in the event marketing space.
- Create a customized visibility plan that aligns with their energy, values, and professional goals.

Speaker(s):

Leanne Calderwood, CMP, Speaker, Trainer, LeanneCalderwood.com

(Mon8104) Session for Industry Vendors, Suppliers and Marketers: Elevating Client and Supplier Relationships into Strategic Partnerships

3/30/2026, 10:45 AM to 12:15 PM

Track: Sessions for Industry Sellers/Vendors NEW for 2026

Level of Content: Intermediate

The best events don't happen because of flawless contracts-they happen because of strong partnerships. This session dives into how suppliers and event marketers can move beyond transactions to become trusted collaborators, building trust, transparency, and shared goals that pay off in creativity, quality, and long-term success. Hear real-world stories from both sides on what breaks partnerships-and what makes them thrive. Learn how to align early, work collaboratively to achieve event marketers' objectives efficiently, and adopt everyday habits that make you a preferred partner. Walk away ready to turn your next project into a showcase of true teamwork, delivering on strategy while managing cost and quality.

Learning Objectives:

- Identify what makes a great partnership, from clear mutual goals and trust to responsiveness and regular touchpoints.
- Discover how to work collaboratively with clients so that event/exhibit show objectives are met as efficiently and cost-effectively as possible, recognizing it's a two-way street.
- Discuss how to be a "model supplier" through everyday practices that foster loyalty, creativity, and better outcomes.
- Analyze how early alignment and transparent communication drive smarter execution and stronger events.
- Gather strategies to build long-term partnerships that endure shifting budgets and tight timelines.

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Speaker(s):

Glenda Brungardt, CTSM Diamond, Retired Event Professional, ***

Joe Federbush , President & Chief Strategist, EVOLIO Marketing

(Mon1008R) How to Measure the Value of Trade Show Participation - Part I: Basic Concepts

3/30/2026, 3:15 PM to 4:45 PM

Track: Measurement & Analytics

Level of Content: Essential

CTSM Required

Learn the critical 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 provided 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

(Mon1118) The Post-Event Process: Building Better Events Through Smarter Wrap-ups

3/30/2026, 3:15 PM to 4:45 PM

Track: Measurement & Analytics

Level of Content: Intermediate

Post-event reporting doesn't need to be a dreaded task or an afterthought-it can be one of the most powerful tools for building stronger, more strategic event programs. This session shows how the process begins before the show opens, with clear goal setting and stakeholder alignment. Participants will follow a step-by-step framework to capture the right data onsite-from booth traffic to meaningful meetings-and quickly convert it into actionable insights. They will learn how to conduct an effective hot wash, create stakeholder-specific recaps, and track long-term performance across an event portfolio. Whether the goal is to build credibility with leadership or refine future activations, this session provides tools and templates to simplify reporting and maximize ROI.

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Learning Objectives:

- Explain how post-event reporting begins during pre-show planning and justify the importance of early stakeholder buy-in.
- Define clear event objectives (e.g., leads, meetings, demos, thought leadership) and align internal teams on what "success" looks like before the show.
- Train booth staff to capture the right information, utilize badge scanners effectively, and provide meaningful post-show feedback.
- Describe methods for collecting post-event feedback while it is fresh (e.g., staff surveys, hot wash calls) and analyze why timely input matters.
- Transform raw data into actionable insights by structuring post-event reports that highlight wins, identify gaps, and build credibility with leadership and sales.
- Customize post-event recaps by audience and adapt reporting for executives, sales, and other stakeholders to keep each focused on relevant outcomes.
- Establish a year-round feedback loop to track and evaluate event performance over time, identifying high-performing shows, justifying expenditures, and enhancing long-term event strategy.

Speaker(s):

Jennifer Buchanan, MA, CTSM Gold, DES, Senior Events Manager, SAE International

(Mon2003R) The Nuts and Bolts of Budgeting for Results

3/30/2026, 3:15 PM to 4:45 PM

Track: Planning & Execution

Level of Content: Essential

CTSM Required

A well-structured budget is more than just number tracking-it is a strategic tool for making smarter financial decisions, optimizing resources, and proving the value of events. This session goes beyond spreadsheets to explore budgeting techniques that align costs with objectives, track ROI, and future-proof financial planning. Participants will learn how to create budget templates tailored to their needs, estimate costs with confidence, and categorize expenses for smarter financial management. The session will also cover practical measurement tactics to set benchmarks, track progress, and communicate financial impact to key stakeholders through clear, meaningful reports. In addition, attendees will explore ways to identify cost-saving opportunities without sacrificing quality and develop long-term strategies to keep budgets adaptable in a changing event landscape. By the end of the session, participants will leave with real-world tools and insights to take control of event finances, reduce unnecessary spending, and drive measurable results.

Learning Objectives:

EXHIBITORLIVE 2026 Session and Speaker Info

- 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.

Speaker(s):

Kimberly Kee, Fractional Head of Events, Orchard Bloom Events

(Mon2162) A Practical Path to Sustainable Event Marketing/Exhibiting

3/30/2026, 3:15 PM to 4:45 PM

Track: Planning & Execution

Level of Content: Intermediate

Sustainability isn't just good for the planet-it's good for business, brand loyalty, and long-term resilience. Yet knowing where to start or how to scale can feel daunting. This session simplifies the process with a three-level roadmap-Conscious, Engaged, and Champion-paired with the Plan-Do-Check-Act framework, illustrating how small wins can evolve into impactful strategies that engage teams, suppliers, and attendees. Participants will gain tools to write smarter RFPs, track meaningful metrics, and share results in ways that secure stakeholder buy-in. From booth design to food and beverage choices to travel policies, you will learn how to align events with sustainability expectations while still delivering powerful experiences. Whether you manage a global event and exhibit program or oversee a regional conference, this session will provide practical tactics and scalable approaches to mitigate risks, maximize benefits, and foster confidence in advancing sustainable practices.

Learning Objectives:

- Distinguish between the Conscious, Engaged, and Champion levels of sustainable exhibiting.
- Use the Plan-Do-Check-Act (PDCA) process to develop tailored sustainability initiatives.
- Draft RFP questions that encourage supplier accountability and creative solutions.
- Recognize operational, brand, and cost benefits of sustainable event choices.
- Identify ways to measure and communicate progress to stakeholders.

Speaker(s):

Glenda Brungardt, CTSM Diamond, Retired Event Professional, ***

Glenn Hansen, CEO, REDUCE2

(Mon3120) Leads Without Lag: The New Standard for Sales and Marketing Cohesion

3/30/2026, 3:15 PM to 4:00 PM

Track: Marketing & Sales

Level of Content: Intermediate

Thought Leadership

Traditional event lead capture often breaks down between marketing and sales - delayed handoffs, lost context, and missed opportunities. In this session, DrFirst and Mobly share how they eliminated that friction by creating a unified, data-driven approach to lead capture and follow-up. By empowering their entire on-site team to capture qualified leads with contextual notes in real time (and syncing those records directly into HubSpot and Salesforce), DrFirst reduced its lead-response window from weeks to days. Attendees will see how this operational shift not only accelerated pipeline velocity but also strengthened collaboration between marketing and sales, leading to more meaningful conversations and measurable ROI. Walk away with practical steps and frameworks to transform your event lead management process into a true revenue engine.

Learning Objectives:

- Identify common breakdowns in the marketing-to-sales event handoff process.
- Implement technology-driven workflows to accelerate lead follow-up and response times.
- Integrate CRM and MAP systems for seamless lead routing and tracking.
- Apply data enrichment strategies to enhance lead quality and personalization.
- Strengthen alignment between marketing and sales to improve event ROI.

Speaker(s):

Zach Barney, CEO, Co-founder, Mobly

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

(Mon4124) Breaking Down Silos: Collaboration and Communication Strategies for the Future of Work

3/30/2026, 3:15 PM to 4:45 PM

Track: Management & Leadership

Level of Content: Intermediate

In the high-stakes world of event planning, effective communication is the key to preventing and resolving conflict. This session moves beyond theory to provide trade show and event marketing professionals with practical, on-the-spot strategies for managing difficult conversations and complex stakeholder dynamics. We will provide actionable techniques for addressing misunderstandings before they escalate. By examining real-world scenarios from the exhibit and corporate event industry, participants will learn how to proactively influence outcomes, build

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stronger relationships with clients and vendors, and navigate common disputes. The session culminates in a toolkit of adaptable strategies to confidently handle conflict and create a more collaborative, productive professional environment.

Learning Objectives:

- Identify the underlying drivers of challenging behaviors in critical stakeholder relationships (e.g., clients, sponsors, partners, internal teams).
- Apply strategies to manage diverse stakeholder expectations and influence outcomes.
- Utilize a toolkit of research-backed strategies to prepare for difficult conversations.
- Differentiate between various conflict styles and adapt their approach for more effective resolution.

Speaker(s):

Vanessa Zamy, CEO, Global Keynote Speaker & Leadership Trainer, LiberationX Contracts

(Mon7122) Stress Relief and Creativity Enhancement for Event Marketers: A Journey Through Mindfulness

3/30/2026, 3:15 PM to 4:45 PM

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. 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.
- Calm their mind, encourage relaxation in the body, and create space for innovative ideas and engagement strategies.
- Identify which meditation practices work best for their individual needs.

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- Incorporate meditation into their daily routines as busy professionals.
- Balance stress reduction with creativity boosting.
- Improve mindfulness practices to elevate their overall work performance and strategic thinking.

Speaker(s):

Jocelyn Gordon, 500 E-RYT, Certified Life Coach, Event Manager, Creator of HoopYogini™, Designs For Health & HoopYogini™

(Mon2164) The Strategy Shift That Turns Events into Revenue Drivers

3/30/2026, 5:00 PM to 5:45 PM

Track: Planning & Execution

Level of Content: Advanced

Most event strategies start with logistics-where to go, what to bring, who's attending. But real results don't come from checklists. They come from clarity: knowing what matters to your audience and aligning your teams around outcomes that actually move the needle. In this high-impact, conversation-style session, we'll unpack why many event teams remain stuck in execution mode and explore how to shift toward a strategic approach. You'll learn how to evaluate emotional vs. strategic outcomes, map your audience's journey, and align stakeholders before and after the show. You'll walk away with a fresh lens for planning and a practical tool you can use to lead with intention-not just show up.

Learning Objectives:

- Analyze the difference between logistical execution and outcome-driven event strategy.
- Evaluate how well their current events deliver on both strategic and emotional outcomes.
- Apply a practical framework to map audience journeys and align internal stakeholders toward shared goals.

Speaker(s):

Coty Adams, VP of Sales + Marketing, Rockway Exhibits + Events

Matt Kleinrock, CEO, Rockway Exhibits + Events

(Mon2166) Ship Happens: Insider Tips to Master Shipping, Transportation, & Material Handling

3/30/2026, 5:00 PM to 5:45 PM

Track: Planning & Execution

Level of Content: Essential

EXHIBITORLIVE 2026 Session and Speaker Info

Shipping freight and navigating material handling can feel like trying to decode a foreign language—until now. This session, brought to you by the Exhibition Services & Contractors Association (ESCA), breaks down the real costs, common mistakes, and game-changing tips straight from CEIR's latest research. Learn how to avoid the most expensive pitfalls, choose the right partners, prep your freight like a pro, and understand who's responsible for what. Whether you're a first-time exhibitor or a seasoned vet tired of surprise charges and misplaced crates, this no-nonsense session will help you ship smarter and show up stress-free.

Learning Objectives:

- Differentiate between carriers and onsite service providers and analyze how these differences impact shipping strategy.
- Apply best practices for labeling, consolidating, and scheduling shipments to minimize hidden fees and delivery delays.
- Explain how dimensional weight, material handling fees, and rate structures influence overall costs, and develop an accurate budget.
- Identify common freight and labor pitfalls and implement proactive steps to prevent them on the show floor.
- Create a personalized shipping and setup checklist by utilizing the CEIR Exhibitor Guide.

Speaker(s):

Julie Kagy, CEM, Executive Director, Exhibition Services and Contractors Association

Tony Madrigal, VP of Transportation, GES

(Mon3122) The Human Equation: Mastering Meaningful Conversations That Build Trust, Close Deals, and Create Lasting Relationships

3/30/2026, 5:00 PM to 5:45 PM

Track: Marketing & Sales

Level of Content: Intermediate

In an age of automation and badge scanning, the power of real human conversation is often overlooked. But meaningful engagement on the show floor still drives the majority of sales outcomes, and it's your booth staff who make it happen. In this energizing session, we'll explore how to upskill your team to go beyond small talk and create conversations that build trust, close deals, and spark long-term relationships. You'll learn how emotional intelligence, body language, curiosity, and authentic listening play a crucial role in exhibition success. Through interactive exercises and real-time coaching, you'll walk away with practical tools to help your team turn casual chats into high-value opportunities. At the end of the day, people don't do business with booths; they do business with people.

Learning Objectives:

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- Identify the key elements of a meaningful trade show conversation that build trust and move prospects toward a sales outcome.
- Apply emotional intelligence techniques-such as active listening, empathy, and curiosity-to create stronger attendee connections.
- Demonstrate effective conversation openers, transitions, and closers tailored to different attendee types.
- Coach booth staff on using body language, tone, and non-verbal cues to enhance attendee engagement.

Speaker(s):

Lee Ali, Managing Director, Expo Stars Interactive Ltd

(Mon6156) Elevating Booth Engagement with Immersive Tech or Booth 2.0: Level up with Immersive Tech

3/30/2026, 5:00 PM to 5:45 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

In an attention-scarce environment like a trade show, creating a booth that captivates and converts is more critical than ever. This engaging session explores how immersive technologies-Virtual Reality (VR), Augmented Reality (AR), and Extended Reality (XR)-can transform traditional exhibits into memorable, interactive experiences. Participants will examine real-life use cases, compare tools based on booth size and budget, and take part in group challenges to solve common exhibit dilemmas using immersive solutions. Designed as a collaborative, non-lecture format, the session empowers participants to set their own learning goals, share peer insights, and leave with actionable strategies tailored to their event needs. Whether serving as a marketing lead, event manager, or experience designer, attendees will leave with the confidence and clarity to make informed, impact-driven decisions about immersive technology. Join us and elevate your booth from forgettable to unforgettable.

Learning Objectives:

- Differentiate between AR, VR, and XR technologies.
- Evaluate the cost and potential savings of AR, VR, and XR solutions.
- Apply technology to achieve cost savings in event or exhibit design.

Speaker(s):

Bryan Casalegno, Technology Manager, Ericsson Inc

Heather Jones, VP, Client Services, <https://www.900lbs.com/>

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(Mon6158) Designing Your Trade Show and Brand Events to Produce Social Media Output

3/30/2026, 5:00 PM to 5:45 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

Do you want to design experiences that spark social media buzz and online interactions with your brand? Are you looking for ways to help your events leave a stronger digital footprint after the activation ends? This session will explore how to create memorable experiences that inspire attendees to engage with your brand online and expand your digital reach long after the event is over. In a world where digital presence is crucial, even minor adjustments to traditional event design can encourage attendees to share their experiences with their networks. You will discover practical tips, creative ideas, and proven strategies to seamlessly connect live experiences with digital engagement. Learn how to build events that not only captivate in the moment but also amplify your brand through authentic, attendee-driven content.

Learning Objectives:

- Identify strategies to expand event viewership on social media and gain brand exposure before, during, and after events.
- Design an environment that allows attendees to create content they want to share on social media.
- Incorporate memorable activation design elements that encourage attendees to create content they are excited to share with their social media followers.
- Identify methods to drive organic media interactions during events and encourage attendee-generated content surrounding your brand.
- Integrate systems to capture and share event content in alignment with a social media strategy.

Speaker(s):

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

(Mon6160) The Art of CollaborAltion: The Future of AI and Graphic Design

3/30/2026, 5:00 PM to 5:45 PM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

This session explores how artificial intelligence is reshaping the creative landscape for event marketing professionals. Designed to help participants inspire and collaborate with their graphic designers, it emphasizes AI not as a replacement, but as a powerful tool for ideation, speed, and innovation. A live prompt session will engage the audience in co-creating a design, transforming real-time suggestions into a brand-ready visual using AI. Examples of both effective and flawed AI applications will be examined, with practical strategies for refining and improving outcomes. A brief look at the history of graphic design will illustrate how the role of the designer has evolved- from hand-drawn layouts to algorithm-driven aesthetics-while remaining central to the creative

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process. The core truth endures: great design comes from human insight. This session demonstrates that the future of design is collaborative, with AI amplifying rather than replacing the creative voice.

Learning Objectives:

- Explain the role of AI in modern graphic design and differentiate how it can serve as a creative partner rather than a replacement for human designers.
- Analyze the strengths and limitations of AI-generated design by evaluating real-world examples of effective and ineffective usage.
- Apply prompt-writing techniques to AI tools in order to produce high-quality, brand-ready visual content through hands-on collaboration.
- Assess the evolving role of the graphic designer in the age of AI and justify how foundational design principles remain essential despite technological advancements.

Speaker(s):

Andrew Sollenberger, Senior Graphic Designer, Exhibit Concepts

Brittani Mumford, Senior Graphic Designer, Exhibit Concepts

(Mon7132) Mindful Purpose: Knowing Your Why in a Demanding Industry

3/30/2026, 5:00 PM to 5:45 PM

Track: Personal & Career

Level of Content: Essential

The exhibit and trade show world moves fast-deadlines, clients, endless details. It's easy to get caught in the cycle of doing without pausing to ask why. This session is your chance to step back and reconnect with the values that fuel your work. Together, we'll explore what drives you beyond checklists and logistics-whether you're designing experiences, managing operations, or building client relationships. When you link your daily efforts to your deeper purpose, resilience grows. Stress feels lighter. And your work takes on new meaning. You'll leave with practical tools to align your projects and interactions with what matters most to you-so that success isn't just measured in numbers, but in satisfaction and impact. Come discover how knowing your "why" can help you navigate industry challenges with clarity, bring more enthusiasm to your role, and create experiences that resonate with clients and attendees alike. This isn't about adding more to your plate-it's about finding purpose in what you're already doing, so you can thrive in the dynamic world of our industry.

Learning Objectives:

- Identify your personal "why" by clarifying the core values and motivations that guide your work in the exhibit and trade show industry.
- Connect your daily tasks to a larger purpose by mapping how specific responsibilities-such as design, logistics, or client engagement-align with your values and professional goals.

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- Apply practical strategies to bring greater meaning into your role, increasing your enthusiasm and resilience when facing industry pressures.
- Evaluate alignment between your current projects and your personal purpose, and outline one actionable step to create more impactful experiences for clients and attendees.

Speaker(s):

Katharine Chestnut, CTSM Diamond, Certified Mindfulness Meditation Teacher, Author | Speaker | Coach, LNAL Life LLC

(Mon7134) Get Noticed and Get Hired: Master LinkedIn for Event Professionals

3/30/2026, 5:00 PM to 5:45 PM

Track: Personal & Career

Level of Content: Intermediate

Transform your LinkedIn presence into a powerful career magnet in this hands-on workshop designed specifically for events and trade show professionals. Participants will leave with an optimized profile, proven content strategies, and practical techniques to stand out in today's competitive job market.

Learning Objectives:

- Optimize their LinkedIn profile to showcase ROI-driven achievements and attract recruiters.
- Create compelling content that positions them as industry thought leaders.
- Implement social selling strategies to build meaningful professional relationships.
- Utilize LinkedIn features to differentiate from other job candidates.
- Use LinkedIn as a strategic tool for interview preparation and job search success.
- Incorporate AI tools to enhance and elevate a LinkedIn profile.

Speaker(s):

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

Julie DeQuattro, MBA, CTSM Diamond, Senior Manager, Global Marketing Events, UKG

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

Alvin Caughman, CTSM Gold, Lead Event Program Manager, UKG

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

3/30/2026, 8:00 AM to 8:45 AM

Track: Personal & Career

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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 Bruce, CTSM Diamond, CTSM Portfolio Manager, Exhibitor Group

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

3/31/2026, 9:00 AM to 10:30 AM

Track: Measurement & Analytics

Level of Content: Essential

CTSM Required

Apply what you learned in How to Measure the Value of Trade Show Participation: 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 trade shows, receive guidance on ways to measure your trade show 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).
- Assign key performance indicators (KPIs) that are actionable.
- Deploy and apply voice of the visitor (VoV) research.

Speaker(s):

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Joe Federbush, President & Chief Strategist, EVOLIO Marketing

(Tue2080) Putting the "Show" in Trade Show: In-booth Presentations to Maximize Presence and Lead Generation

3/31/2026, 9:00 AM to 10:00 AM

Track: Planning & Execution

Level of Content: Essential

In-booth presentations are one of the most effective ways to attract and educate your booth visitors but only when it's done right. Dedicating valuable booth space means every moment has to count. This session explores proven techniques to draw a crowd, keep them engaged, and make presenters look their best. Learn how to create presentations that stop traffic, increase leads, and leave prospects thinking about your solution long after they leave the booth.

Learning Objectives:

- Identify the advantages of in-booth presentations for enhancing trade show success.
- Define the qualities that contribute to an effective trade show presenter.
- Classify the different types of trade show presentations available and their respective purposes.
- Implement strategies for setting up your booth to maximize success.
- Develop techniques for creating and retaining a crowd at your booth.

Speaker(s):

Anders Boulanger, CSP, Founder and CEO, Engagify Inc.

(Tue2105R) From Chaos to Control: Project Management Best Practices to Ensure Success

3/31/2026, 9:00 AM to 10:30 AM

Track: Planning & Execution

Level of Content: Essential

CTSM Required

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:

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- 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 Krause, CTSM Diamond, Trade Show and Event Strategist, Trade Show Warrior

Melanie Swanson, CTSM Diamond, CMP, Senior Events Specialist, Bruker

(Tue3128) Event-Led Growth: A New Operating Model for Trade Show Teams

3/31/2026, 9:00 AM to 9:45 AM

Track: Marketing & Sales

Level of Content: Essential

Thought Leadership

Trade shows are among the most expensive and highest-intent B2B marketing investments, yet they're rarely treated as part of a broader go-to-market system. While teams obsess over instrumentation for digital channels, the most human, intent-rich moments in the buyer journey remain fragmented, under-measured, and disconnected from pipeline decisions. At the same time, AI-generated content is saturating digital channels, making in-person interactions more valuable - and more differentiating - than ever. Trade shows sit at the center of this shift, but only if organizations can reliably capture, connect, and activate what happens across the booth, meeting rooms, and offsite experiences. This session introduces Event-Led Growth (ELG) as a new operating model for trade show teams - one that treats trade shows not as isolated events, but as a critical application within a connected total event and GTM motion. You'll see how high-performing teams design their trade show "system" end-to-end: aligning stakeholders, orchestrating meetings, standardizing lead capture, and activating clean, trusted data in CRM and marketing automation platforms. This isn't a product pitch. It's a research-backed, real-world playbook drawn from hundreds of events, customer examples, and industry benchmarks to make your next show measurably more effective.

Learning Objectives:

- Analyze how AI proliferation, budget pressure, and evolving buyer behavior are reshaping expectations for trade shows, resulting in their evaluation as a core go-to-market investment rather than a standalone event expense.
- Identify common failure points in trade show execution, including fragmented badge scanning, unreliable contact data, delayed follow-up, and misalignment between trade show teams and marketing operations.

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- Apply an Event-Led Growth (ELG) framework to integrate booth activity, meeting rooms, and offsite events with broader event and digital programs as part of a unified go-to-market motion.
- Implement modern best practices for pre-show meeting orchestration, on-site lead capture and qualification, and integration with CRM and marketing automation platforms to enable faster, more personalized follow-up.
- Develop a 30-60-90 day action plan to align stakeholders, define success metrics, and begin operating trade shows as a repeatable, measurable revenue engine rather than a cost center.

Speaker(s):

Joey Durso, Regional Sales Manager, Trade Show Solutions, Cvent

(Tue4126) Inside Out: Assessing and Elevating Your Team's Internal Credibility

3/31/2026, 9:00 AM to 10:30 AM

Track: Management & Leadership

Level of Content: Advanced

You can't lead strategic programs if your team is seen as tactical support. This session helps event and exhibit leaders assess how their team is currently perceived across the organization, identify credibility gaps, and build a roadmap toward becoming a strategic business partner. Through guided discussion and practical tools, you'll gain insight into how others experience your function and leave with actionable steps to strengthen your internal influence and advocate more effectively for resources and recognition.

Learning Objectives:

- Gather honest feedback about how their team is perceived across the organization and explain how that perception impacts internal influence.
- Apply a team-level SWOT analysis to assess operational and reputational strengths, weaknesses, opportunities, and threats.
- Identify common credibility gaps and determine which may be limiting their team's strategic standing.
- Choose specific actions and mindset shifts that support stronger strategic positioning within the business.
- Build an internal influence plan to strengthen stakeholder relationships, increase visibility, and better align their team's value with organizational priorities.

Speaker(s):

Kimberly Kee, Fractional Head of Events, Orchard Bloom Events

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(Tue6162) The Exhibitor Innovation Lab

3/31/2026, 9:00 AM to 10:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

Transform your trade show presence from passive booth space to a dynamic revenue engine. This intensive, interactive session utilizes the latest research to dismantle traditional exhibitor strategies, focusing on three critical components: Personalization, Commerce, and Experiences. These new approaches will yield actionable plans that will revolutionize booth strategies. Session attendees will discover how to craft personalized environments that attract ideal prospects while creating the perfect conditions for meaningful interactions with subject matter experts.

Learning Objectives:

- Design personalized booth experiences that create targeted, meaningful moments for desired attendees.
- Apply skills and frameworks to develop community connection programs that enhance ROI and accelerate growth.
- Create customized environments that attract ideal prospects and facilitate meaningful interactions with subject matter experts.

Speaker(s):

David Saef, CTSM Diamond, SVP Strategy, Freeman

(Tue6164) Designed to Influence: How to Create a Mind-shaping Booth

3/31/2026, 9:00 AM to 10:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Advanced

A booth isn't just a structure - it's a sphere of influence. This session takes you beyond flashy displays and into the behavioral science behind why some spaces catch eyes, win hearts, and stick in memory, while others - no matter the budget - blend into the background. The differentiator? Designing a space in sync with how human brains are wired: how people think, feel, and make decisions. And that takes more than guesswork - it requires a deeper understanding and the latest insights into human behavior. What happens if you share your booth number ahead of the show? How do senses beyond vision shape whether delegates stop or pass by? Which psychological principles actually help draw more people into your booth? Using a signature event psychology framework rooted in neuroscience and behavioral science, you'll explore how cognitive biases, layout, language, and even context influence attendee actions - and how any booth, big or small, can punch well above its weight with brain-smart design choices.

Learning Objectives:

- Apply a psychology-informed framework to design booth spaces that influence how attendees feel, think, and act.

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- Identify subtle environmental and social cues that shape booth engagement - from staff placement to sensory details.
- Apply small-space design strategies that create meaningful impact without large budgets or overused tricks.
- Reframe exhibit design decisions through a psychological lens to improve attendee experience and outcomes.

Speaker(s):

Victoria Matey, MSc, Event Psychology Advisor, Co-founder, Matey Events

(Tue7138) The Boundary / Burnout Connection: What It Is and Why It Matters

3/31/2026, 9:00 AM to 10:30 AM

Track: Personal & Career

Level of Content: Essential

The events industry is consistently listed as one of the most stressful careers one can choose, alongside air traffic controllers and police officers, and exhibitions are no exception. Its fast-paced environment, characterized by tight deadlines, limited resources, and high expectations, adds to this pressure. These increased demands and challenges often surpass one's ability to cope, yet existing norms and mindsets prevent many from taking the steps to prioritize their own well-being. This puts them on a downward spiral toward chronic illness, physical ailments, exhaustion, and burnout. While the demands are unlikely to decrease anytime soon, how you care for yourself can change immediately. There is a direct link between Boundaries and Burnout. Those who intentionally commit to maintaining good boundaries are more productive, able to juggle more tasks simultaneously, happier, and less likely to experience burnout. The reality is that practicing excellent self-care, setting healthy boundaries, and maintaining effective communication can help prevent burnout. Today's session will offer a framework covering all three areas, along with resources, ideas, and tools to help prevent exhibitor burnout. This is an interactive session where participants explore how to set their own boundaries within a structured framework.

Learning Objectives:

- Recognize your internal warning system (tells) that it might be time to take an inventory of your boundaries and how you are managing your stress.
- Describe the difference between boundaries, rules, expectations, and standards, and when and where each applies.
- Discuss how stress leads to burnout, and list actionable techniques for managing daily stress, identifying energy drains, and cultivating energy sources.
- Identify existing energy drainers - and start chipping away at them.
- Utilize a framework for both setting boundaries and having those uncomfortable conversations to communicate them.

Speaker(s):

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Rachelle Stone, PCC, CPQC, TQ, Coach | Speaker | Facilitator, R Stone Consulting & Coaching

(Tue9002) Exhibit Hall Innovation Tour

3/31/2026, 1:15 PM to 2:30 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):

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

Michele Heffernan, MBA, LSSGB, CTSM Gold, Events & Trade Show Consultant, ***

Jay Menashe, CTSM Diamond, Senior Director, Strategy & Growth, Exhibitus

(Tue3124) Done in 30: Create a Marketing AI Assistant That Works Like You

3/31/2026, 1:45 PM to 2:15 PM

Track: Marketing & Sales

Level of Content: Intermediate

Drowning in AI hype but still doing everything manually? This session shows marketers how to create their own AI assistant-without touching code or spreadsheets. In just 30 minutes, you'll learn a practical, low-lift method to train ChatGPT, Claude, and Canva to sound like you, think like your brand, and save you hours each week. You'll walk away with your own AI-powered content workflow that drafts emails, writes social posts, and supports real marketing tasks in your voice. No jargon. No data science. Just clear steps that turn curiosity into confident action. We'll cover the "persona training" method that makes AI outputs feel human, plus three tool integrations you can implement before you leave the room. Ideal for marketers who want the benefits of AI without the overwhelm, this fast-paced session is designed to help you work smarter-not harder-with immediately useful results.

Learning Objectives:

- Train an AI assistant (such as ChatGPT or Claude) to reflect a defined personal and brand voice using a structured persona prompt.

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- Recognize and correct common issues that lead to generic or off-brand AI-generated content.
- Implement three AI tools (ChatGPT, Claude, and Canva) to support common marketing tasks like email writing, social media content creation, and graphic design.
- Apply a time-saving content workflow designed to reduce writing and editing time by up to 80% without sacrificing quality.
- Use a structured review method to assess AI-generated content for tone, clarity, and brand consistency.

Speaker(s):

Cristy Berg, CTSM Silver, Vice President of Communications, CODONICS

(Tue6166) Cool vs Cringe: What Gen Z Actually Wants

3/31/2026, 1:45 PM to 2:15 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

Forget the tired trend reports-Gen Z is here to set the record straight. In this interactive trend test, Gen Z insiders will deliver an unfiltered "Slay or Nay" on today's hottest event trends. Expect candid insights and practical strategies to create experiences that truly resonate. Participants will learn how to blend online and offline experiences into a seamless digital-to-IRL flow, making events feel like natural extensions of how Gen Z already engages across platforms. The session will also show how to shift from thinking like a planner to thinking like a person. By understanding how Gen Z discovers, participates in, and shares experiences, event professionals can design with empathy and authenticity at the forefront. Finally, the conversation will highlight why authenticity outweighs aesthetics. Instead of curating performative moments, participants will discover how to create experiences that feel meaningful, foster community, and are genuinely fun. With these insights, attendees will leave with a practical roadmap for designing events that connect deeply with Gen Z and stand out in a crowded marketplace.

Learning Objectives:

- Recognize blind spots in Gen Z-focused marketing efforts.
- Interpret Gen Z consumer data to draw more meaningful insights.
- Demonstrate empathy to better understand Gen Z as a demographic.
- Design communication strategies that effectively engage with Gen Z.

Speaker(s):

Lydia Bright, Assoc. Creative Director, Factory360

Jordan Long, Associate Marketing Manager, Collegiate, Celsius

Chelsea Johns, Senior Director, Brand Marketing & Innovation, Hint Inc.

(Tue9001) Exhibit Hall Innovation Tour

3/31/2026, 11:30 AM to 12:45 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.

Learning Objectives:

Speaker(s):

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

Michele Heffernan, MBA, LSSGB, CTSM Gold, Events & Trade Show Consultant, ***

Jay Menashe, CTSM Diamond, Senior Director, Strategy & Growth, Exhibitus

(Tue2168) Key Components of a Trade Show RFP

3/31/2026, 12:00 PM to 12:30 PM

Track: Planning & Execution

Level of Content: Essential

Trying to figure out where to begin? Feeling overwhelmed and stressed? That is how most people feel when creating requests for proposals (RFPs). Whether you are new to the industry or a seasoned veteran, the process can be frustrating and time-consuming. This session is designed to spark new ideas about what to include in your RFPs and provide ready-to-use templates to simplify the process. The legwork has been done for you, with leading exhibit houses, agencies, and suppliers contributing to the development of industry-standard templates that represent the "best of the best." From small programs to large experiential activations, you will leave with templates that not only help you get started but also allow you to score and evaluate outcomes effectively. You will learn how to ask the right questions to properly vet the information being requested, ensure you are comparing apples to apples, and quickly identify the oranges.

Learning Objectives:

- Define key components required to create an effective RFP.
- Compare vendor responses by asking the right questions to ensure apples-to-apples evaluation (or identify oranges).

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- Score RFP responses and outcomes to fairly determine who should be awarded the business.
- Utilize industry-created templates.

Speaker(s):

Gwen Hill, CTSM Diamond, SVP, Business Development, ExhibitForce

Wendi Jacobs, MBA, Marketing + Account Development Director, Acer Exhibits & Events

Jessica Sibila, CTSM, CMP, Executive Director, The Exhibitor Advocate

(Tue6168) Boots on the Ground, Mind on the Floor

3/31/2026, 12:00 PM to 12:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

Explore science-backed strategies to make your presence on the show floor truly impactful. You'll uncover psychology-informed tips that go beyond the obvious and can be applied immediately to attract attention, engage visitors, and create lasting impressions. Backed by real-world examples, this session is smart, fast-paced, and designed for exhibitors who want results that go deeper than just driving foot traffic.

Learning Objectives:

- Discover science-based strategies to create more effective and engaging trade show experiences.
- Analyze real examples through a behavioral lens to understand what drives attention and action.
- Apply psychology-driven insights to improve booth design, attendee flow, and meaningful interaction.

Speaker(s):

Victoria Matey, MSc, Event Psychology Advisor, Co-founder, Matey Events

(Tue2170) Scaling with Soul: Expanding or Shrinking Your Exhibit Program Without Losing Impact

3/31/2026, 12:45 PM to 1:30 PM

Track: Planning & Execution

Level of Content: Intermediate

Scaling an exhibit program, whether it's growing into international markets or trimming down for regional shows, presents a challenge many trade show professionals face: how to adapt the

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footprint while staying true to the brand. This session will explore how to scale up or down strategically while maintaining consistency in brand, message, and attendee experience. Attendees will walk away with actionable strategies to right-size their program across diverse markets and budgets without sacrificing impact.

Learning Objectives:

- Define core brand messaging and apply it consistently across exhibit sizes and markets.
- Evaluate goals and research audience needs to determine exhibit scale and investment.
- Use modular exhibit systems to flex booth design up or down without losing impact.
- Tailor messaging and visuals to various markets while preserving global brand identity.
- Create clear guidelines and tools to align cross-functional teams on brand standards.
- Develop a scalable measurement plan to track ROI across all show sizes and regions.

Speaker(s):

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

Valerie Muñoz, CTSM Diamond, Senior Account Executive, HOLT Experiential

(Tue4128) Generations Unite! Building a Cohesive and High-performing Exhibitions Team

3/31/2026, 12:45 PM to 1:30 PM

Track: Management & Leadership

Level of Content: Intermediate

Today's event industry often brings Boomers, Gen Xers, Millennials, and Gen Z together on the same team. This generational mix offers a wealth of perspectives, experiences, and skills, but it can also create misunderstandings, communication challenges, and even conflict if not managed effectively. This session examines the generational ecosystem, highlighting the unique strengths and challenges of each group in the workplace. Participants will gain insight into the behaviors, motivations, and communication styles that shape how each generation works and interacts. With this deeper understanding, leaders will be better equipped to bridge gaps, resolve tensions, and turn potential conflict into collaboration. You will leave inspired and prepared to lead a multi-generational event team with confidence, fostering a workplace culture where every generation contributes and thrives.

Learning Objectives:

- Analyze the values, communication styles, and work preferences that distinguish each generation in the workplace.
- Integrate generational strengths to build and sustain a high-performing event team.
- Apply inclusive leadership strategies that foster belonging and demonstrate value for every team member, regardless of age.

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Speaker(s):

Vanessa Zamy, CEO, Global Keynote Speaker & Leadership Trainer, LiberationX Contracts

(Tue3126) Brand Alignment: Creating Consistency Across Marketing and Events

3/31/2026, 2:30 PM to 3:15 PM

Track: Marketing & Sales

Level of Content: Essential

Consistency is the cornerstone of a strong brand. This session will guide marketing and event professionals through building and maintaining brand consistency across all touchpoints, from marketing campaigns to event activations. Learn how to conduct a comprehensive brand audit, align your brand strategy with event goals, and articulate a compelling brand story that resonates with your audience. Discover the fundamentals of branding, including visual identity, messaging, and positioning, and explore strategies to amplify your brand presence on the show floor and beyond. Additionally, uncover how to combine generative AI with human oversight to create efficient, brand-aligned content and ensure your messaging remains authentic and impactful. With actionable insights and real-world examples, this session will empower you to create a cohesive and impactful brand experience that drives engagement and loyalty.

Learning Objectives:

- Describe branding fundamentals (visual identity, messaging, and positioning) that create a cohesive brand experience.
- Align brand strategy with event goals and integrate brand objectives into event planning to ensure a unified and impactful presence.
- Define your brand story and craft a compelling narrative that communicates your brand's purpose, values, and differentiation.
- Leverage event activations, digital channels, and storytelling to extend your brand's reach and impact.
- Create content efficiently through generative AI tools while ensuring human oversight to maintain brand authenticity and quality.
- Explore tools and guidelines to ensure AI-generated content adheres to your brand's voice, tone, and visual identity.

Speaker(s):

Valerie Carstens, Head of Brand & Digital Marketing, Skyline Exhibits

(Tue9003) Exhibit Hall Innovation Tour

3/31/2026, 3:00 PM to 4:15 PM

Track: Exhibit Hall Tour

Level of Content: Intermediate

EXHIBITORLIVE 2026 Session and Speaker Info

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):

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

Michele Heffernan, MBA, LSSGB, CTSM Gold, Events & Trade Show Consultant, ***

Milinda Nitti, Project Coordinator, STAR

(Tue2172) Working with Labor: What Every Exhibitor Needs to Know

3/31/2026, 3:30 PM to 4:00 PM

Track: Planning & Execution

Level of Content: Essential

Labor can be one of the most misunderstood and stressful parts of exhibiting. This session brings together members of ESCA's Labor & Management Council to share real-world guidance on how exhibitors can successfully plan, budget, and collaborate with labor teams on site. Learn how labor rules are determined and how to prevent common problems before they arise. You'll leave with a clear roadmap for smoother installs, fewer surprises, and better relationships with your labor partners.

Learning Objectives:

- Explain the role of ESCA's Labor and Management Council in supporting exhibitors and contractors.
- Describe how labor jurisdictions and rules are established across venues.
- Apply practical communication strategies to prevent costly misunderstandings with labor.
- Differentiate between tasks exhibitors can perform themselves and those requiring union labor.
- Develop a labor budget that anticipates and avoids unexpected costs.
- Implement approaches to build positive, productive relationships with labor crews and show contractors.

Speaker(s):

Julie Kagy, CEM, Executive Director, Exhibition Services and Contractors Association

Bryant Preston, Assistant Director, Trade Show and Display, IATSE

EXHIBITORLIVE 2026 Session and Speaker Info

Andre Burns, VP of Material Handling & Logistics, Shepard Exposition Services

(Tue6172) EXHIBITOR Magazine Announces Its Portable Modular Award Winners

3/31/2026, 3:30 PM to 4:00 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

Celebrate the best in exhibit design as EXHIBITOR magazine announces the winners of the 2025 Portable/Modular Awards, including the highly coveted People's Choice Award. This program recognizes outstanding creativity, innovation, and functionality in portable, modular, and system exhibits. Attendees will get a first look at the year's most inspiring designs, see how top firms are pushing the boundaries of flexibility and impact, and discover practical ideas that can be applied to their own programs. Be part of the excitement as the winners are revealed and join the celebration of excellence in portable and modular exhibit solutions.

Learning Objectives:

- Recognize the design elements and strategies that distinguish award-winning portable and modular exhibits.
- Incorporate insights from award-winning designs into future exhibit strategies to improve effectiveness and flexibility.
- Develop more effective approaches to working with designers to further their marketing goals.

Speaker(s):

Charles Pappas, Senior Writer, EXHIBITOR

(Tue7144) HoopYogini™: Movement Meditation

3/31/2026, 7:00 AM to 8:00 AM

Track: Personal & Career

Level of Content: Not Applicable

Fitness

Need stress relief and a spark of creativity amid the chaos of event planning? HoopYogini™ combines hula hooping with yoga and meditation principles to create a dynamic practice that offers inner calm, physical fitness, and innovative thinking. This experiential workshop introduces mindful movement designed to keep participants connected to breath and body, even during the busiest conference schedules. The session explores grounding techniques that build centered awareness and help maintain focus during hectic event phases. Participants will engage their physical and energetic core to strengthen resilience and stamina, while circular movement patterns encourage creative thinking and innovative problem-solving. Through mindful movement, they will discover how physical activity can serve as a form of meditation, offering a solution for

EXHIBITORLIVE 2026 Session and Speaker Info

those who struggle with traditional stillness. The practice also incorporates playful elements to balance the seriousness of professional responsibilities, while delivering the added benefit of burning up to 600 calories an hour.

Learning Objectives:

- Recall two breath practices known to focus the mind, calm the nervous system, and reduce anxiety.
- Execute at least three standing core movements from the HoopYogini practice that strengthen the center and promote physical balance.
- Integrate movement and breath work techniques to manage stress during high-pressure event planning scenarios.
- Initiate a personal practice plan to incorporate mindful movement techniques into their daily routine as event marketing professionals.

Speaker(s):

Jocelyn Gordon, 500 E-RYT, Certified Life Coach, Event Manager, Creator of HoopYogini™, Designs For Health & HoopYogini™

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

3/31/2026, 8:00 AM to 8:45 AM

Track: Personal & Career

Level of Content: Essential

Join this panel discussion featuring CTSM trade show and event marketing managers at various levels who will share their insights and experiences on achieving the highest certification in the field. The session offers valuable guidance for those aspiring to elevate their careers and pursue CTSM certification. Panelists will discuss the value of CTSM, how to choose the right classes, and effective approaches to test preparation using the study guide. They will also explain portfolio preparation, including how to set milestones, and highlight the importance of getting a mentor while making the most of the mentee-mentor relationship. By the end of the discussion, participants will gain the knowledge and tools necessary to embark on their CTSM certification journey with confidence and a clear plan for success.

Learning Objectives:

- Explain the value of CTSM certification and analyze how the program supports diverse career paths.
- Differentiate between core and elective classes to select those that build a strong foundation in event management and trade show marketing.
- Apply effective study strategies and utilize resources, including AI tools, to prepare for CTSM exams.
- Develop a CTSM portfolio by applying best practices and establishing achievable milestones to streamline the process.

EXHIBITOR/LIVE 2026 Session and Speaker Info

- Identify potential mentors and demonstrate ways to maximize the benefits of the mentee-mentor relationship.

Speaker(s):

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

Chris Bruce, CTSM Diamond, CTSM Portfolio Manager, Exhibitor Group

Carly Homan, MBA, BS, CTSM, Marketing Project Manager, TravelNet Solutions

Julie DeQuattro, MBA, CTSM Diamond, Senior Manager, Global Marketing Events, UKG

(Wed1120) Beyond Booth Traffic: Why Qualified Leads and Meetings Are the Real KPI

4/1/2026, 9:00 AM to 10:30 AM

Track: Measurement & Analytics

Level of Content: Advanced

Booth traffic and badge scans may look impressive, but they don't directly drive revenue. This session challenges outdated metrics by focusing on what truly matters: qualified leads and meaningful meetings. Participants will learn how standardized data capture can unify demand generation and research insights, creating a consistent framework for measuring event performance. The discussion will highlight how aligning sales, marketing, and research functions connects events more directly to pipeline growth. The emphasis will be on prioritizing quality over quantity, adopting a "qualified leads and meetings first" mindset, and using AI to personalize attendee data for greater relevance. By taking a unified data approach, participants will gain tools to ensure more accurate ROI attribution and improved business outcomes. The session will also provide practical examples of how these strategies can be applied to demonstrate a clearer picture of event impact and long-term value.

Learning Objectives:

- Evaluate event success by focusing on quality over quantity.
- Implement a "qualified leads & meetings-first" strategy that scales across all event types.
- Apply AI tools to streamline attendee data and generate personalized, relevant conversations tailored to individual interests and priorities.
- Integrate lead and meeting data into your CRM to ensure accurate attribution.
- Synthesize demand generation and research data to demonstrate ROI by linking qualified leads and meetings to pipeline creation and acceleration.

Speaker(s):

Aaron Karpaty, Sr. Director of Strategic Growth, Captello

Joe Federbush, President & Chief Strategist, EVOLIO Marketing

EXHIBITOR/LIVE 2026 Session and Speaker Info

Mandy Glenwright, Senior Events Specialist, Lenovo (formerly Global Events Manager, Seagate Technology)

(Wed2128) Creating, Tracking, and Growing AI-Powered Successful Engagements to Drive Your ROI

4/1/2026, 9:00 AM to 10:00 AM

Track: Planning & Execution

Level of Content: Essential

Thought Leadership

The growth of every business depends on delivering successful engagements- asking and answering the right questions, sending and receiving timely messages, and prompting desired client actions such as clicks, purchases, or completed processes. This session explores how AI can strengthen these engagements, how organizations can measure them across communication channels, and what real-world case studies reveal when identical messages are delivered through multiple platforms. Participants will leave with a clearer understanding of how to evaluate, enhance, and scale engagement success using AI tools and data-driven insights.

Learning Objectives:

- Define the concept of Successful Engagements and explain their impact on business growth.
- Apply AI tools and techniques to enhance the effectiveness of Successful Engagements.
- Analyze and compare engagement metrics across multiple channels to evaluate ROI and overall performance.

Speaker(s):

Robert Caldwell, Founding Partner, 42Chat

(Wed3130) Bridging the Gap: How to Maximize ROI When Follow-up Falls into the Gray Zone

4/1/2026, 9:00 AM to 10:30 AM

Track: Marketing & Sales

Level of Content: Intermediate

You nailed the event. The booth was buzzing, leads were captured-and then? Crickets. When follow-up falls into a gray zone, event marketers are left holding the bag on ROI. In this session, we tackle the all-too-common breakdown between marketing and sales that puts your results-and reputation-at risk. You'll learn how to take back control with tools to automate follow-up, enrich badge scans, and track ROI in ways that don't require sales compliance. Whether you manage a 10x10 booth or a full program, you'll leave with simple frameworks, sales-aligned talk tracks, and tech tips that help you move the needle-even when others don't. Step into your role as a strategic marketer and stop letting post-show silence define your success.

EXHIBITORLIVE 2026 Session and Speaker Info

Learning Objectives:

- Identify where follow-up breakdowns occur and how they impact event ROI.
- Tailor post-show follow-up strategies to match each contact's buying stage.
- Enrich and segment leads to prioritize follow-up based on ICP fit and intent.
- Implement a basic post-show automation process using tools that are easy to implement and accessible, even for smaller teams.
- Create simple, easy-to-read ROI dashboards to track lead performance, sales responsiveness, and marketing contribution.
- Communicate event value effectively to internal stakeholders-even without direct sales results-using easy-to-understand metrics and dashboards.

Speaker(s):

Deanna Krause, CTSM Diamond, Trade Show and Event Strategist, Trade Show Warrior

Alison French, MBA, fCMO & founder, LTO (Lead-to-Opportunity)

(Wed4101R) Boost Up: Promote Yourself from Service Provider to Strategic Business Partner

4/1/2026, 9:00 AM to 10:30 AM

Track: Management & Leadership

Level of Content: Essential

CTSM Required

Managing our company's trade shows likely means being the only-or one of the 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 where we feel like a service provider, rather than the strategic partner that our experience and the 360-degree view of our organization enable us to become. In this session, we will present the process we have built to help promote our expertise, reputation, and credibility within our organizations through our combined 40+ years of managing trade shows. 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 measures to support collaboration, fact-finding, internal alignment, and strategically implementing and measuring what you've learned can go a long way in ensuring you have 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.

EXHIBITOR/LIVE 2026 Session and Speaker Info

- 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, Group Account Director, Salt Productions

Felicia Kaban, Director, Event Experience, Kenvue

(Wed5101) Decoding Culture: Models and Methods for Global Exhibiting Success

4/1/2026, 9:00 AM to 10:30 AM

Track: Global Exhibit Marketing

Level of Content: Intermediate

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 Bronze, Founder & Director, Grupo Seres

(Wed6008R) From Marketing to Measurement: 10 Steps to a Great Corporate Event

4/1/2026, 9:00 AM to 10:30 AM

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Track: Exhibits, Experiences, Events
Level of Content: Essential
CTSM Required

A successful corporate event doesn't happen by chance. It's the result of clear goals, audience alignment, strategic planning, and seamless execution. This session introduces ten essential steps that will help you design experiences that not only impress but also deliver measurable business value. Participants will start with strategy by learning how to define goals, understand their audience, and build a strong event brand that connects directly to business objectives. They will then explore how to design with purpose, crafting content and experiences that engage, educate, and leave a lasting brand impression through every interaction. Finally, they will examine how to execute with excellence by mastering the details of venue selection, marketing, onsite experience, and post-event follow-up to maximize results and demonstrate ROI. The session concludes with a strategic roadmap and practical tools that can be applied immediately to build corporate events that are smarter, more memorable, and measurably more impactful.

Learning Objectives:

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

Speaker(s):

Kimberly Kee, Fractional Head of Events, Orchard Bloom Events

(Wed6140) Size Matters: Strategies for Small Booth Success

4/1/2026, 9:00 AM to 10:30 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.

EXHIBITOR/LIVE 2026 Session and Speaker Info

- Leverage industry partnerships and relationships for event success.

Speaker(s):

Kelley Douglass, Senior Corporate Event Manager, Designs For Health

Jocelyn Gordon, 500 E-RYT, Certified Life Coach, Event Manager, Creator of HoopYogini™, Designs For Health & HoopYogini™

(Wed7140) From Booth to Boardroom: Mastering Confident Presentations

4/1/2026, 9:00 AM to 10:30 AM

Track: Personal & Career

Level of Content: Essential

Event managers wear many hats: planner, trainer, organizer, and event strategist. Yet too often, the ability to present with confidence becomes the missing piece that limits influence and diminishes impact. This session equips event professionals with practical tools to sharpen their delivery, project authority, and adapt their message for any audience, from frontline booth staff to senior executives. Participants will learn how to deliver engaging briefings, present clear and persuasive updates to stakeholders, and lead booth trainings that motivate teams to perform at their best. Whether you're speaking in the exhibit hall, the boardroom, or anywhere in between, you'll leave ready to command attention and communicate with impact.

Learning Objectives:

- Apply the SAVEU acronym to capture attention and create audience engagement.
- Demonstrate techniques to build rapport and establish a positive connection with an audience.
- Use vocal presence-including tone, pace, and projection-to maintain audience engagement and convey authority.
- Demonstrate body language, eye contact, and presence to project confidence and credibility.
- Practice strategies to manage nerves, project credibility, and apply body language and presence to lead with authority in any setting.

Speaker(s):

Anders Boulanger, CSP, Founder and CEO, Engagify Inc.

(Wed6174) Take Your Swag/Promo from Simply Being Seen to Being Kept and Remembered

4/1/2026, 12:00 PM to 12:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

EXHIBITORLIVE 2026 Session and Speaker Info

In a world overflowing with branded pens and stress balls, how do you make your promotional products stand out-and stick around? This session dives into the art of transforming basic giveaways into powerful, memorable marketing tools that spark emotion and connection. As marketing and exhibit professionals, you know it's not just about slapping your logo on a product. People care less about your brand and more about how it makes them feel. By adding context, creativity, and just the right touch of fun, you can turn a simple item into a brand experience- something they'll not only keep but actually use and talk about. We'll explore real-world examples and proven tactics to elevate your giveaways from forgettable freebies to desk-worthy delights. Walk away with fresh ideas and strategies to create giveaways that do more than get picked up- they get remembered.

Learning Objectives:

- Identify at least three ways to enhance a promotional product beyond placing a logo - such as storytelling, messaging inserts, or packaging enhancements.
- Differentiate between a generic giveaway and a memorable brand experience and analyze sample promotional items and articulate why some are more impactful than others.
- Design a value-driven message to pair with a promotional product - create a short, emotion-driven tagline or message that connects the product to their brand's story.
- Evaluate the emotional impact of promotional items on brand perception - assess how giveaways influence recipient feelings and long-term brand recall.
- Apply techniques to increase the desk-life or usability of a promo item - utilize actionable strategies to make their swag stay visible longer.
- Prospect after a show more easily by developing a basic promotional campaign concept that includes a themed product, supporting message, and distribution plan.
- Think of promo/swag more as a powerful marketing tool than a necessary evil.

Speaker(s):

Mike Beckman, MASi, MAS, PPAI Fellow, Owner, Proforma Expansion Marketing

(Wed6176) Steal This Idea: 4 Trends from the World Expo and One Lie

4/1/2026, 12:00 PM to 12:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

If you did the equivalent of an Ancestry.com analysis of the exhibition industry, every booth and every exhibit at every convention center from the Javits Center to Messe Düsseldorf over the last 170+ years would have its design origins in the World Expo. That's because the world's fair is where exhibitors pioneer everything from immersive exhibits by specialized designers to supersized displays to stylized products to love, to make-or-break demos. The most recent one, Expo 2025, took place in Osaka, Japan. Here are the trends that dominated it, and all are ripe for the taking.

Learning Objectives:

EXHIBITORLIVE 2026 Session and Speaker Info

- Identify exhibiting trends from the World Expo.
- Evaluate real-world examples to integrate into your exhibit program.

Speaker(s):

Charles Pappas, Senior Writer, EXHIBITOR

(Wed9004) Exhibit Hall Innovation Tour

4/1/2026, 12:30 PM to 1:45 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.

Learning Objectives:

Speaker(s):

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

Michele Heffernan, MBA, LSSGB, CTSM Gold, Events & Trade Show Consultant

Jay Menashe, CTSM Diamond, Senior Director, Strategy & Growth, Exhibitus

(Wed2174) The Proactive Marketer's Guide to Exhibitor Services

4/1/2026, 12:45 PM to 1:30 PM

Track: Planning & Execution

Level of Content: Intermediate

As a trade show marketer, you juggle countless moving parts, from logistics to brand experience to ROI measurement. Many of the tools to simplify your work and improve the exhibitor journey already exist if you know where to look. This session spotlights underutilized exhibitor services, technologies, and resources that can streamline operations and deliver better outcomes for attendees. From digital MHAs to freight tracking to real-time support requests, these tools save time and reduce stress. Participants will learn practical methods for evaluating options and engaging service partners to transition from reactive troubleshooting to proactive strategies. Whether you are new to the field or leading global programs, this session will provide practical approaches to reduce friction and make the exhibitor journey easier, allowing you to focus on what matters most: winning over your attendees.

EXHIBITORLIVE 2026 Session and Speaker Info

Learning Objectives:

- Identify underutilized exhibitor services tools and resources that can streamline logistics, reduce wait times, and improve onsite efficiency.
- Evaluate how smarter preparation and the strategic use of available resources can increase exhibitor satisfaction, improve ROI, and allow you to focus more on attendee engagement.
- Apply a proactive framework of key questions to ask organizers, contractors, and service partners to anticipate and prevent common exhibiting challenges.

Speaker(s):

Nesana Wieger, VP, Exhibitor Services, Freeman

Craig Gaibler, CCXP, Sr. Director Exhibitor Services, Freeman

(Wed6178) Why "Immersive" Doesn't Always Mean Complicated

4/1/2026, 12:45 PM to 1:30 PM

Track: Exhibits, Experiences, Events

Level of Content: Intermediate

Immersive experiences are everywhere, but not all of them truly connect. Over time, "immersive" has become shorthand for expensive tech, complex builds, and layered messaging. This session takes a different approach, unpacking what immersive really means and showing why the most powerful experiences are often the simplest ones. Participants will learn how to cut through the noise, sharpen their message, and design engagements that people actually remember. Whether working with a massive footprint or a 10x10 space, they will leave with a clearer lens for evaluating activations and practical tools to bring more focus to the creative process. Real-world case studies will highlight how teams delivered powerful brand moments by doing less, not more. For anyone who has ever felt pressured to go bigger or flashier, this session makes the case for making it better. Clarity is the new wow factor-and it can be applied right away.

Learning Objectives:

- Define what empathy-driven experiential marketing looks like in practice and why it matters in the current AI-saturated landscape.
- Apply a simple empathy mapping framework to guide exhibit planning and engagement strategy.
- Identify opportunities to enhance human connection throughout the attendee journey, from pre-show outreach to in-booth interactions.
- Evaluate current exhibit elements to determine whether they foster emotional resonance or default to trend-based tactics.

Speaker(s):

EXHIBITORLIVE 2026 Session and Speaker Info

Amy Gattoni, HMCC, Senior Account Director, Pinnacle

(Wed1122) Tech Showcase: Booth Traffic Analytics & Sentiment Tools in Action

4/1/2026, 2:30 PM to 4:00 PM

Track: Measurement & Analytics

Level of Content: Intermediate

Counting visitors is no longer enough to measure trade show success. Today's advanced booth traffic analytics and sentiment tools reveal much more-not just who stopped by, but how long they stayed, what caught their attention, and even how they felt about the experience. In this session, you'll get an unbiased, in-depth look at three leading platforms: Zenus, Fastsensor, and BackTrack. If you've been curious about the latest technology but haven't had the time to do the vendor research, we've done it for you. Each provider will share an overview of their solutions, highlighting how they measure dwell time, flow patterns, and emotional engagement. We'll then open the discussion to attendees, creating space to share real-world experiences with these tools-what worked, what didn't, and why. You'll leave with a clear understanding of the options available and the confidence to choose the right platform to optimize your booth design, staffing, and engagement strategies.

Learning Objectives:

- Discuss the capabilities of booth traffic analytics and sentiment tools, including what data they capture and how it can be applied.
- Differentiate between platforms by evaluating unique features, data collection methods, and reporting dashboards.
- Apply key insights from analytics and sentiment tracking to improve booth layout, staffing models, and attendee engagement strategies.

Speaker(s):

Gabriela Pastore, BSBA, Manager, Events & Channel Marketing, Brother International Corporation

Panos Moutafis, PhD, Co-Founder & CEO, Zenus

Jordan Walker, Co-Founder, Backtrack

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

(Wed2107R) Select the Right Shows to Maximize Your Trade Show Program

4/1/2026, 2:30 PM to 4:00 PM

Track: Planning & Execution

Level of Content: Essential

CTSM Required

EXHIBITORLIVE 2026 Session and Speaker Info

Selecting the right trade shows can be a game-changer for your brand, but with countless options available, how do you ensure you're investing in the right opportunities? Discover how to identify the best trade shows using a data-driven approach, evaluate opportunities based on strategic criteria, and ensure that your investments deliver measurable value. Whether you're looking to enhance brand visibility, strengthen client relationships, or drive lead generation, this session will equip you with the tools and insights needed to make informed decisions. Join us to learn how to optimize your trade show strategy and maximize your brand's impact.

Learning Objectives:

- Establish clear criteria for selecting the right trade shows that align with your brand's goals, target audience, and budget.
- Utilize a data-driven approach to assessing potential trade shows using key factors such as audience demographics, industry relevance, and competitive presence.
- Balance quality and quantity in your trade show portfolio to ensure optimal resource allocation and measurable impact.

Speaker(s):

Lisette Sheehan, VP, Measurement & Analytics, Sparks

(Wed2120) Your Voice Shapes Shows! Empowering Exhibitors to Advocate to Show Management

4/1/2026, 2:30 PM to 4:00 PM

Track: Planning & Execution

Level of Content: Intermediate

Let's face it, exhibitors continually face rising costs that significantly impact not only their ROI but also 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 2024 or 2025 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<p>* Metrics for measuring success (if any)<p>* Show service invoices (material handling, electrical, internet, etc.)*

EXHIBITORLIVE 2026 Session and Speaker Info

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.
- Utilize insights into disputing and negotiating pricing effectively.
- Create compelling value propositions that benefit exhibitors, attendees and show organizers.

Speaker(s):

Jessica Sibila, CTSM, CMP, Executive Director, The Exhibitor Advocate

Lynn Reves, EVP, Marketing & Results, Exhibitus

(Wed2176) Behind the Scenes: A Live Look at the Trade Show Move-out Process

4/1/2026, 2:30 PM to 4:00 PM

Track: Planning & Execution

Level of Content: Essential

What really happens when the show floor closes? Join this rare, behind-the-scenes walking tour of the EXHIBITORLIVE move-out process to learn how an entire show gets broken down and packed up in just hours. Created by ESCA, this guided walkthrough will uncover key aspects of move-out logistics, including how and where empties are stored, how trucks are queued and dispatched from the marshaling yard, and what documentation is required for a smooth exit. You'll gain insights into storage, timing, and coordination efforts that often go unseen, making this an ideal session for those newer to the industry or anyone curious about operations.

Learning Objectives:

- Describe the key logistical steps in trade show move-out to ensure smooth execution.
- Identify the role and function of the marshaling yard in the breakdown process.
- Explain how empties are handled, stored, and returned to exhibitors.
- Analyze the importance of documentation, including the bill of lading, in post-show logistics.
- Analyze how freight, exhibitors, and show management coordinate move-out, and interpret the impact of their collaboration on overall event efficiency.

Speaker(s):

Julie Kagy, CEM, Executive Director, Exhibition Services and Contractors Association

Mike Montgomery, Strategic Director of the ESCA Badge Program, Exhibition Services & Contractors Association (ESCA)

(Wed2178) Better RFPs, Better Events: Strategic Partnerships and Smarter Sourcing

4/1/2026, 2:30 PM to 4:00 PM

Track: Planning & Execution

Level of Content: Intermediate

Strong partnerships start with sourcing. Whether you need a new exhibit house, production partner, or venue, the way you communicate expectations, priorities, and decision criteria directly shapes the results you get. In this practical session, we'll explore how to build stronger vendor relationships by improving our briefing, sourcing, and evaluation processes. From writing more strategic RFPs to asking the kinds of questions that surface creative thinking, this session will help you streamline your process and set your partners up for success. Attendees will leave with tools to clarify deliverables, define value beyond cost, and approach sourcing as a relationship-building exercise and not just a transaction.

Learning Objectives:

- Write clear, strategic project briefs that align vendors to business goals and audience intent.
- Define deliverables to foster problem-solving and innovative solutions.
- Use structured formats (e.g., response grids, templates) to simplify vendor evaluation.
- Ask insight-driven questions that reveal strategic fit beyond features.
- Share budget parameters transparently to improve alignment while maintaining control.
- Apply sourcing as a foundational step to build long-term, strategic vendor partnerships.

Speaker(s):

Kimberly Kee, Fractional Head of Events, Orchard Bloom Events

(Wed4130) Crisis to Confidence: Problem-solving for Event Success

4/1/2026, 2:30 PM to 4:00 PM

Track: Management & Leadership

Level of Content: Essential

Take your skills to the next level with a session designed to tackle your toughest challenges. From last-minute crises to forward-thinking decision-making, you'll learn proven frameworks and real-world strategies to solve problems confidently. Through interactive scenarios, insights, and peer collaboration, you'll explore how to stay calm under pressure, make data-informed decisions, and lead with clarity when it matters most. Whether you are navigating vendor issues, weather disruptions, or stakeholder concerns, this session will equip you with the tools to respond to agility and assurance. Perfect for event professionals who want to stay ahead of the curve, this course empowers you to transform unexpected obstacles into opportunities for success. You'll walk away

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with a renewed sense of confidence, a toolkit of practical solutions, and a mindset ready to turn any challenge into a catalyst for exceptional outcomes.

Learning Objectives:

- List the skills needed to become a great problem-solver.
- Describe problem-solving frameworks for any situation.
- Identify how to implement solutions to problems quickly.
- Practice utilizing techniques to solve a real-life problem.

Speaker(s):

Shannon Tucker, Director of Organizational Effectiveness, Star

(Wed6017R) Graphics Boot Camp: The Basics Every Event Manager Should Know

4/1/2026, 2:30 PM to 4:00 PM

Track: Exhibits, Experiences, Events

Level of Content: Essential

CTSM Required

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.
- Structure messaging hierarchy to prioritize and convey information clearly.
- Employ alternative graphic delivery mechanisms to diversify presentation and reach.

Speaker(s):

Brian Baker, Vice President, Highmark TechSystems

(Wed6182) Where Macro Meets Micro: How Your Exhibit Booth Becomes a Strategic Journey Touchpoint

4/1/2026, 2:30 PM to 4:00 PM

Track: Exhibits, Experiences, Events

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Level of Content: Advanced

Do you think your exhibit booth is just a 10x10 moment in time? Think again. The most successful brands understand that their booth is a critical touchpoint in a much larger customer story that begins long before the event and continues well into the sales cycle. In this dynamic session, we'll explore how smart companies are transforming their exhibit strategy from standalone activations into integrated narrative experiences that align story touchpoints with business objectives. You will see how small but mighty booth moments can deliver outsized impact when they are strategically woven into your broader brand story and marketing ecosystem. This session is ideal for marketing directors, event managers, sales enablement teams, and anyone seeking to optimize ROI from their exhibit investments by thinking beyond the booth. Participants will leave with practical strategies to connect pre-event buzz, booth engagement, and post-show follow-up into one seamless customer journey. They will also learn how to measure success in ways that demonstrate tangible business impact, rather than relying solely on vanity metrics.

Learning Objectives:

- Map an exhibit experience to the broader customer story and sales journey.
- Develop strategies that create pre-event buzz to drive booth engagement and social amplification.
- Extend booth interactions by applying methods that transition conversations into meaningful sales opportunities.
- Analyze the psychology behind engagement tools to evaluate which approaches generate actionable business insights versus vanity metrics.

Speaker(s):

Naomi Crellin, Founder & CEO, Storycraft Lab

MK Donnelly, Global Head of Customer Marketing, Kyriba

(Wed7142) Vinyasa + Yin Yoga (All Levels)

4/1/2026, 5:00 PM to 6:00 PM

Track: Personal & Career

Level of Content: Not Applicable

Fitness

This balanced class blends the dynamic flow of Vinyasa with the deep, meditative stillness of Yin. We will begin with a gentle, all-levels Vinyasa sequence to build heat, improve mobility, and connect breath with movement. The second half of class transitions into grounding Yin postures, held for longer periods to target deep connective tissues and promote relaxation. Whether you're new to yoga or a seasoned practitioner, this class offers something for everyone-energizing movement, mindful breathwork, and restorative stillness. Leave feeling refreshed, centered, and more connected to your body.

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Learning Objectives:

Speaker(s):

Gabby Pastore, BSBA, 200 HR Yoga Certification, Yoga Instructor & Owner, Why Not Yoga, LLC

(Thu1025) Half-day Certificate Program: Evaluating Trade Show ROI - Strategies and Tactics

4/2/2026, 9:00 AM to 12:15 PM

Track: Measurement & Analytics

Level of Content: Essential

Certificate Session

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

- Understand the fundamentals of trade show analytics and key performance indicators (KPIs).
- Utilize essential 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.
- Create detailed, actionable reports based on qualitative and quantitative research findings.

Speaker(s):

Joe Federbush, President & Chief Strategist, EVOLIO Marketing

(Thu1124) Link Event Marketing Spend to Impact: Justify Your Event's Value Through Data

4/2/2026, 9:00 AM to 10:30 AM

Track: Measurement & Analytics

Level of Content: Intermediate

As the events industry continues to evolve amid economic uncertainty, event professionals face increasing pressure to demonstrate value and justify spending. Brand awareness and lead

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generation are meaningless if you're not reaching your target audience. Executives expect genuine business outcomes, which require aligning your event strategy with overall business goals and marketing objectives while positioning yourself as a strategic partner in the process. Join this hands-on session to learn a proven, data-driven method for linking your event portfolio to pipeline growth, brand impact, and measurable outcomes. You'll explore how to define success, select meaningful KPIs, and leverage AI-powered tools that automate tracking, reveal actionable insights, and visualize performance. Leave empowered with clear next steps and a practical framework you can immediately use to prove event value, secure buy-in, and maximize your event budget.

Learning Objectives:

- Develop a data-driven event strategy aligned with overall business goals and marketing objectives.
- Define relevant KPIs to measure the effectiveness of trade shows and events.
- Collaborate with stakeholders to gather input, gain buy-in, and build strategic event plans.
- Leverage data to shape event strategy, craft compelling recaps, demonstrate ROI, and secure future budget approval.
- Explore AI-powered tools and technologies to capture, track, and visualize event performance.

Speaker(s):

Tawanda Falconer, DES, CMP, Owner & Event Marketing Consultant, Falconer Events, LLC

(Thu2003R) The Nuts and Bolts of Budgeting for Results

4/2/2026, 9:00 AM to 10:30 AM

Track: Planning & Execution

Level of Content: Essential

CTSM Required

A well-structured budget is more than just number tracking-it is a strategic tool for making smarter financial decisions, optimizing resources, and proving the value of events. This session goes beyond spreadsheets to explore budgeting techniques that align costs with objectives, track ROI, and future-proof financial planning. Participants will learn how to create budget templates tailored to their needs, estimate costs with confidence, and categorize expenses for smarter financial management. The session will also cover practical measurement tactics to set benchmarks, track progress, and communicate financial impact to key stakeholders through clear, meaningful reports. In addition, attendees will explore ways to identify cost-saving opportunities without sacrificing quality and develop long-term strategies to keep budgets adaptable in a changing event landscape. By the end of the session, participants will leave with real-world tools and insights to take control of event finances, reduce unnecessary spending, and drive measurable results.

Learning Objectives:

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- 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.

Speaker(s):

Kimberly Kee, Fractional Head of Events, Orchard Bloom Events

(Thu5112) No Borders Brand Experiences - 360° Approach

4/2/2026, 9:00 AM to 12:15 PM

Track: Global Exhibit Marketing

Level of Content: Intermediate

Half Day

Planning a trade show abroad? It's more than just translating graphics or shipping your booth overseas. In this masterclass, you'll explore a 360° strategic framework for creating globally consistent and culturally relevant brand experiences. Designed for experienced professionals managing international programs, this session explores aligning brand DNA, understanding local audiences, adapting designs across markets, and ensuring seamless execution. Through real-world case studies and interactive exercises, you'll learn how to craft global briefs, navigate cultural nuances, optimize layouts, and measure success beyond borders. Whether you're launching in Latin America, expanding into Asia, or refining your presence in Europe, you'll walk away with a practical, repeatable roadmap for your next global exhibit. This masterclass combines strategic insight with actionable tools-equipping you to lead complex, multicultural projects with confidence, clarity, and creativity.

Learning Objectives:

- Define brand identity and ensure consistency and cultural relevance in global markets.
- Evaluate audience, venue, and investment factors to design a strategic show framework.
- Establish clear business and marketing goals and define KPIs aligned with global exhibit objectives.
- Translate brand strategy into a structured project brief and design a phased visitor experience.
- Prepare comprehensive and culturally informed RFPs that align expectations across borders.
- Manage production logistics, technical specs, and vendor coordination to ensure seamless international execution.

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- Serve as an effective event lead, optimize team performance, and respond to on-site dynamics in real time.

Speaker(s):

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

(Thu6109) Create Powerful In-booth Experiences to Amplify Key Messages

4/2/2026, 9:00 AM to 10:30 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 Krause, CTSM Diamond, Trade Show and Event Strategist, Trade Show Warrior

(Thu6184) 2025 Experience Design Trends That Will Transform Your Exhibitions

4/2/2026, 9:00 AM to 10:30 AM

Track: Exhibits, Experiences, Events

Level of Content: Advanced

The exhibition landscape is evolving at breakneck speed, driven by shifting visitor expectations, emerging technologies, and a deeper understanding of human psychology in spatial environments. This workshop blends cutting-edge research with practical applications to help exhibit designers and producers craft more engaging, inclusive, and impactful experiences in 2025 and beyond. Drawing on Storycraft Lab's extensive research, including 2025 data from over 20,000

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responses to the Experience Profiles™ quiz (exprofiles.io), an industry-wide survey on narrative environments, and insights from executive roundtables with leading exhibition professionals, participants will explore the data-driven trends reshaping how audiences connect with branded spaces and practice applying those insights to design challenges. Attendees will gain fresh industry insights by examining behavioral insights from the Experience Profiles™ quiz, which reveals how different audience profiles prefer to engage with exhibition spaces. They will see how Fortune 500 companies are using these findings to create more personalized and effective visitor experiences. Participants will also explore the evolution of narrative-driven design as they map five critical trends defining exhibition design in 2025, connecting these insights to a real-world application through collaborative design activities.

Learning Objectives:

- Interpret emerging trends in experience design using data from the Storycraft Lab Experience Profiles™ and industry research.
- Apply narrative environment strategies to transform traditional exhibits into immersive, story-driven experiences.
- Map audience engagement preferences to inform more personalized and inclusive exhibition designs.
- Translate research into action by developing a tailored exhibition strategy framework aligned with their brand goals.

Speaker(s):

Naomi Crellin, Founder & CEO, Storycraft Lab

Bekah Charlston, Director, Creative Strategy, Storycraft Lab

(Thu3015R) Integrated Marketing Communications: A Modern Approach

4/2/2026, 10:45 AM to 12:15 PM

Track: Marketing & Sales

Level of Content: Essential

CTSM Required

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 offers practical frameworks, real-world examples, and actionable templates to help you 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.

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- 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.
- Apply AI tools to streamline planning, content creation, and analysis.

Speaker(s):

Vanessa Schultz, CTSM Gold, Sr. Director, Corporate Marketing & Communications, Cellanome, Inc

(Thu7126) Conquer the CTSM Exam: Strategies for Success

4/2/2026, 8:00 AM to 8:45 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.
- Discuss the importance of having a study plan to minimize stress and build confidence.

Speaker(s):

Samantha Mitelman, CTSM, Congress Planner, Novartis

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

Olivia Tedrick, CTSM Program Coordinator, Exhibitor Group
