



CONEXPO-CON/AGG & IFPE Exhibitor Meeting 2019 Agenda

Monday, August 19 – Pre-Meeting Workshops

10:00am – 11:45am	New To Show: Creating an Effective Marketing Plan	Terry VanConant, M3S Management, LLC
11:45am – 12:30pm	Lunch (Not provided)	
12:30pm – 5:30pm	Experience Design	Greg Bogue, Tim Simpson & Dan Sundt, MGE Design Studio
6:15pm	Dine-A-Round	Restaurants (Sign up Onsite)

Tuesday, August 20

8:00am – 8:30am	Welcome & Introductions	
8:30am -9:30am	The Importance of a Story	Matthew Luhn, formerly with Pixar Animations Studios
9:30am – 10:00am	Break	With official Show Vendors
10:00am – 10:45am	Building Your Fan Base and Booth Traffic	AEM Marketing Team
10:45am – 11:00am	Travel Time	
11:00am – 12:00pm	Concurrent Sessions	
	Small Booth Budgets & Design	Jefferson Davis, Competitive Edge
	Digital Campaigns	Terry VanConant, M3S Management
	Effective Use of SWAG & Literature	Robyn Davis, WINH
	How to Design for People, Place & Performance	Greg Bogue, Tim Simpson & Dan Sundt, MGE Design Studio
	Exhibit Strategy & Technology	Mike Wohlitz & Wilson Tang, Freeman
12:00pm-1:00pm	Lunch	
1:00pm – 2:00pm	The Logistics Story: Overall Show Services Updates	AEM Show Management Team
2:00pm – 2:15pm	Travel Time	
2:15pm – 3:00pm	Concurrent Sessions	
	Attendee Draws: Incorporating Big Tech & Interactive Displays	Derek Deiterman, PRG
	Telling your Story to the Media	Sandra Mason, AEM & a Media Professional Panel
	Freight & Drayage 101	GES

EXHIBITOR MEETING



	How to Design for People, Place & Performance (REPEAT)	Greg Bogue, Tim Simpson & Dan Sundt, MGE Design Studio
	Effectively Engaging Today's Consumer	Courtney Scharf, TrendHunters
3:00pm – 3:30pm	Break with Vendors	Official show Vendors
3:30pm – 4:15pm	Concurrent Sessions	
	Small Booth Graphics & Messaging Success	Jefferson Davis, Competitive Edge
	Bridging the Offline/Online Gap at CONEXPO-CON/AGG & IFPE 2020	Jennifer Richter, AEM
	Lead Management & Big Data	Robyn Davis, WINH & Experient
	Exhibit Strategy & Technology (REPEAT)	Mike Wohlitz & Wilson Tang, Freeman
	Livestreaming from Your Booth...Should You?	Donny Neufuss, PRG
4:15pm – 4:30	Travel Time	
4:30pm – 5:30pm	Roundtable Reception	
	<ul style="list-style-type: none"> • How Are You Networking Beyond Your Booth <ul style="list-style-type: none"> • Sharing Budget & Cost Savings Idea <ul style="list-style-type: none"> • Overhead Rigging Advice • Freight Challenges & Solutions • Attendee Persona Challenges • Audiovisual & Lighting Tips • Sharing Best Practices in PR • Cost Savings in Scheduling Labor <ul style="list-style-type: none"> • Electrical Helpful Hints <p style="text-align: center;">Not interested in topics above? Please visit Official Show Vendor Booths</p>	
6:15pm	Fun Networking Dinner	
	<ul style="list-style-type: none"> • Wine Tasting & Paring Dinner at Harry Cary's or Café La Cave <ul style="list-style-type: none"> • Brazilian Drink Class & Dinner at Fogo de Chao <ul style="list-style-type: none"> • Bowling & Dinner at Kings Dining • Sushi Making Class & Dinner at Shakou <ul style="list-style-type: none"> • Beer Tasting & Dinner 	

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EXHIBITOR MEETING



Wednesday, August 21

8:00am – 8:05am	Welcome & Introductions	
8:05am – 8:50am	Surprising Choices: The Behavioral Science of Attendee Decision Making	Charlotte Blank, Martiz Global Events
8:50am – 9:35am	The Future of Live Events	Arjun Chakravarti, GES
9:35am – 9:45am	Travel Time	
9:45am -10:30am	Concurrent Sessions	
	ROI – Measuring and Reporting Your Success	Terry VanConant, M3S Management LLC
	Micro-Generations: Micro-Segmentation & a More Sophisticated Approach to the Generations	Courtney Scharf, TrendHunters
	Navigating Hotel & Vendor Contracts	Angela Weller and Michelle Sanford, AEM
	Are you Ready for Over 30,000 International Attendees	AEM Marketing Team
	New Technology You Should Care About	Mike Wohltz & Wilson Tang, Freeman
10:30am – 11:00am	Break	With Official Show Vendors
11:00am – 11:45am	Keeping Your Story “Top of Mind”	John Hall, Calendar
11:45am – 12:00pm	Wrap-up & Thank you	

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