



SESSION DESCRIPTIONS

Monday, August 19: Optional Workshops

10:00 – 11:45 a.m. –

New to Show: Creating an Effective Marketing Plan

Presented by: Terry VanConant, President, M3S Management LLC

Price: \$49 per person

Great, we're going to a show. As a matter of fact, it's the largest equipment show in North America! Now what? Faced with a myriad of decisions to make prior to exhibiting at a trade show, veteran show managers, organizers and rookie marketing new hires have to have a plan in place. If you don't, any sort of measurement used to quantify success or failure will have no basis in reality. If you don't, you'll be doing your company a great disservice! A plan must be put in place prior to doing anything other than signing up for space at a show. In this workshop, you will be able to establish a plan for messaging, branding, staff training, data collection and follow-up by using a proven method of identifying and aligning corporate objectives as the starting gate for your face-to-face marketing opportunities whether it's in a 50,000 sq. ft. booth or a 100 sq. ft.

12:30 – 5:30 p.m. –

Experience Design

Presented by: Greg Bogue, Chief Experience Architect; Tim Simpson, Brand & Creative Engagement Strategist; and Dan Sundt, Strategist, Master Experience Designer with Design Studio by Maritz Global Events

Price: \$149 per person

There is no denying it, the competition to gain the attention of your ideal prospects is deep. So, maximizing every attendee impression is critical. This workshop will introduce you to leading experience design principles and methodologies, then give you a hands-on understanding by applying this to the People, Place, and Performance aspects of great trade-show design.

This will start with an introductory key-note on the cutting-edge science at the heart of great experience design. From there, you will have access to these experts via three breakouts exploring in depth how design can lead to greater ROI of your trade show investment. The breakouts will cover:

- People - Learn how to overcome some of your cognitive-biases and how to create attendee personas that will dramatically improve how you engage people.
- Place – Learn how to identify negative cues and how to address them through the eyes of the attendee.



- Performance – Learn how to select the right staff profiles to match the attendee personas, increasing traffic, leads and sales.

Tuesday, August 20

8:30 – 9:30 a.m.

The Importance of a Story

Presented by: Matthew Luhn, Formerly with Pixar Animation Studios

Toy Story, The Incredibles, Monsters University, Cars, and Finding Nemo—what makes these movies great? It's the story! Everyone is memorable, personal, and impactful by connecting the audience to the characters in an authentic and honest way. As you begin your journey of telling your company story, hear how Pixar meets the challenge of storytelling for their audiences.

10:00 – 10:45 a.m.

Building Your Fan Base and Booth Traffic

Presented by: AEM Marketing Team

Your product stories are the stars of the show and we can work together to create the buzz! Hear from CONEXPO-CON/AGG & IFPE's marketing team as we discuss new strategies being implemented to get more fans in your booth by telling your story.

BREAKOUT SESSIONS: 11:00 a.m. – 12:00 p.m.

Small Booth Budgets & Design

Presented by: Jefferson Davis, President, Competitive Edge

Who says small has to be second rate? This session shows small exhibitors (400 sq. ft. or less) where the tradeshow dollar goes and gives them a practical tool to better manage and stretch their exhibiting dollar. In addition, exhibitors will learn the most effective ways to layout a small booth for maximum impact.

Digital Campaigns

Presented by: Terry VanConant, President, M3S Management LLC

In this session, VanConant will discuss the types of digital marketing campaigns, successful campaigns and campaigns that have worked for trade shows—to increase traffic & attendee dwell time, build your brand, establish relationships, etc. The attendee can expect to learn how to establish objectives for campaigns, discuss pros & cons for various marketing activities, collectively share past successes and, more importantly, lessons learned.



BREAKOUT SESSIONS: 11:00 a.m. – 12:00 p.m. continued

Effective Use of SWAG & Literature

Presented by: Robyn Davis, Trade Show Strategy Specialist, WINH

Are promotional giveaways (like SWAG and literature) just another trade show task to check off your list or do you strategically select them to best support your exhibiting goals? As an exhibit manager, you're responsible for ensuring every event-related investment is as profitable as possible. This session, will do a quick but deep dive into this topic – discussing the latest trends in SWAG (“show and tell” style), how those trends should (or should not) influence your purchasing decisions, and the three types of literature that every exhibitor needs (including you!).

How to Design for People, Place and Performance

Presented by: Greg Bogue, Chief Experience Architect; Tim Simpson, Brand & Creative Engagement Strategist; and Dan Sundt, Strategist, Master Experience Designer with Design Studio by Maritz Global Events

If you were not able to attend the workshop, not a problem, this session will give you an overview of the leading experience design principles and methodologies, then walk through the People, Place, and Performance aspects great tradeshow design. (Repeat Session 2:15 – 3:00 p.m.)

Exhibit Strategy & Technology

Presented by: Mike Wohltz, Senior VP of Design Delivery and Wilson Tang, VP, Digital Experience with Freeman Exposition LLC

Successful exhibiting strategy centers on compelling means to share your brand story to various audiences. This session maps best practices to clarify your brand messaging and illuminates ways to tell your story through efficient use of technology to your different audience segments. Augmented Reality, Virtual Reality and even Projection Mapping will be studied as examples of extending your brand story through technology.

1:00 – 2:00 p.m. -

The Logistics Story: Overall Show Services Update

Presented by: Your Show Management Team

Three years goes fast and with it brings a number of changes to some of the services, policies and technologies that were in the 2017 show. This presentation will give you a brief overview of what those changes are in key areas of security, registration services, and lead ROI reporting for exhibitors just to name a few.



BREAKOUT SESSIONS: 2:15 – 3:00 p.m.

Small Booth Attendee Draws: Incorporating Big Tech & Interactive Displays

Presented by: Derek Deiterman, Director, Global Accounts, PRG

LED Video Tile Walls don't need to be monstrous in size to be impactful. This session will demonstrate creative ideas to incorporate LED Tiles in a smaller space to draw attendees into your exhibit. In addition, learn how to incorporate interactive displays using stock AV equipment to help communicate your brand and collect attendee information.

Telling Your Story to the Media

Panel Moderated by: Sandra Mason, APR, Director of Public Relations, AEM with a Media Professional Panel

Looking to improve or even get coverage of your company's stories within the media? Hear directly from a panel of seasoned media professionals who will share their insight and provide helpful tips and tactics to get your story the coverage it needs.

Freight & Drayage 101

Presented by: GES Account Team

This may seem simple, you just ship what you need to the Convention Center—but if not done right it will impact your entire show experience! In this session, we'll clarify the process so you know exactly what is happening with your freight, both inbound and outbound. We'll also explain how to avoid extra fees because it's already included in the package plan or difficult to understand, like union labor.

How to Design for People, Place and Performance (Repeat)

Presented by: Greg Bogue, Chief Experience Architect; Tim Simpson, Brand & Creative Engagement Strategist; and Dan Sundt, Strategist, Master Experience Designer with Design Studio by Maritz Global Events

If you were not able to attend the workshop, not a problem, this session will give you an overview of the leading experience design principles and methodologies, then walk through the People, Place, and Performance aspects great tradeshow design. (Repeat Session 2:15 – 3:00 p.m.)

Effectively Engaging Today's Consumer: Connecting and Competing in Today's Market

Presented by: Courtney Scharf, Senior VP of Research Services, TrendHunters

This presentation will explore the ways in which lifestyle trends, retail trends, and marketing trends can come together to create a more effective brand presence that resonates. It highlights insights from a variety of categories to provide a dynamic and varied perspective on how companies are able to stand out and succeed today.



BREAKOUT SESSIONS: 3:30 – 4:15 p.m.

Small Booth Graphics & Messaging Success

Presented by: Jefferson Davis, President, Competitive Edge

A small booth is like a billboard on a freeway. Based on evaluation of over 25,000 booths in action, this session teaches the five tenets of an attention-grabbing, fast-communicating exhibit. You'll walk through a step-by-step process for finding your hook—and see dozens of examples of small booths that rock!

Bridging the Offline/Online Gap at CONEXPO-CON/AGG 2020

Presented by: Jennifer Richter, Digital Media Director, AEM

CONEXPO Connect brings the power of CONEXPO-CON/AGG online, connecting brands with equipment buyers 365 days a year. Learn how you can use this powerful, digital platform to get the most out of your CONEXPO-CON/AGG 2020 presence.

Lead Management & Big Data

Presented by: Robyn Davis, Trade Show Strategy Specialist, WINH and Thad Lurie, VP, Business Intelligence and Performance, Experient, Inc.

Today's exhibit managers need results from their tradeshow investments and one of the ways they do that is through the generation of leads. But that alone will not net you the results you need if you are not able to evaluate all aspects of the lead process. CONEXPO-CON/AGG & IFPE exhibitors have a unique opportunity to utilize beacon technology that will enable more in-depth data collection providing you with the ability for deeper analysis. Learn what is all available to you through this technology and practical application strategies to deliver those key results.

Exhibit Strategy & Technology (Repeat)

Presented by: Mike Wohltz, Senior VP of Design Delivery and Wilson Tang, VP, Digital Experience with Freeman Exposition LLC

Successful exhibiting strategy centers on compelling means to share your brand story to various audiences. This session maps best practices to clarify your brand messaging and illuminates ways to tell your story through efficient use of technology to your different audience segments. Augmented Reality, Virtual Reality and even Projection Mapping will be studied as examples of extending your brand story through technology.

Livestreaming from Your Booth... Should You?

Presented by: Donny Neufuss, Director, Digital Engagement, PRG

Livestreaming events or special moments at tradeshow to engage a remote audience is becoming more popular these days as companies strive to expand reach, relevance, and revenue from each meeting. This session will delve into the strategy behind streaming with examples of how organizations have leveraged



live feeds. You'll also learn what tools and options are available should you want to deploy this technology at show site and when it's time to call in professionals to help.

ROUNDTABLES: 4:30 – 5:30 p.m.

Now it's time to share your story with your peers! There will be two, 20 minute sessions by topic. Attend the first one and after 20 minutes you will be queued to move to another table. Not interested in a session, not a problem. You can visit with all the official show vendors to finalize your planning. Oh, and did I mention there will be beer and wine? That's right, there will be beverages and light snacks available to help celebrate a long day of learning. Options for roundtables are:

- How Are You: Networking Beyond Your Booth
- Sharing Budget & Cost Saving Ideas
- Overhead Rigging Advice
- Freight Challenges & Solutions
- Attendee Persona Challenges
- AudioVisual & Lighting Tips
- Sharing Best Practices in PR
- Cost Savings in Scheduling Labor
- Electrical Helpful Hints

Wednesday, August 21

8:05 – 8:50 a.m. -

Surprising Choices: The Behavioral Science of Attendee Decision Making

Presented by: Charlotte Blank, Chief Behavioral Officer, Martiz Global Events

Modern marketers have access to more customer insights data than ever before. Yet consumers still surprise us! Research in behavioral science reveals how humans *really* make decisions (*Spoiler alert: there's very little rational thought involved*). When is offering more choice, a bad thing? When is inserting wait time, a good thing? Why are we all just so bad at explaining our own choices? Charlotte will share fascinating insights from real world social psychology experiments that demonstrate how consumers are influenced by non-conscious and emotional factors – and how exhibitors can redesign their strategies for more holistic attendee engagement.



8:50 – 9:35 a.m. -

The Future of Live Events: “The Power of Stories to Deliver Meaningful Connections”

Presented by: Arjun Chakravarti, Senior VP, Analytics and Insights, GES

While it’s true that we all live in a digital world – people crave meaningful, face-to-face connections more than ever. And that’s where live events thrive. Chakravarti, will share trends and insights across a broad range of tradeshow, conventions and live events – with a particular focus on audience insights and the importance of creating tailored attendee journeys.

BREAKOUT SESSIONS: 9:45 – 10:30 a.m.

ROI - Measuring and Reporting Your Success

Presented by Terry VanConant, President, M3S Management LLC

Today’s trade shows come under much more budget scrutiny than they did 20 years ago. Therefore, it becomes more of an exercise to make sure that the invested capital shows some sort of return— hopefully, more than expected. That’s why it’s important for your team to understand and manage those expectations. And that’s why it’s doubly important to have a plan in place detailing goals, objectives and metrics and “buy in” of that plan prior to the show. VanConant will discuss various methods used to measure show/event success and reporting to take back to stakeholders so there can be no question of either success or opportunities for improvement for future shows.

Micro-Generations: Micro-Segmentation & a More Sophisticated Approach to the Generations

Presented by: Courtney Scharf, Senior VP of Research Services, TrendHunters

Stop using labels like ‘Generation Z,’ ‘Millennials,’ ‘Generation X’ and ‘Baby Boomers.’ Gain insight while uncovering new ways to think about modern consumers, what motivates them, and how to more accurately target them. Deep-dive Trend Hunter’s Micro-Generations to unveil a more sophisticated approach to consumer behavior and segmentation, and walk away with the following tools:

- The 9 Micro-Generations Matrix
- 10+ case studies of products and services catered to each micro-generation
- Tailor-made brainstorming questions to highlight how to use the Micro-Generations

BREAKOUT SESSIONS: 9:45 – 10:30 a.m. continued

Negotiating Beyond the Typical Hotel and Vendor Contracts

Presented by: Angela Weller, Director Event Data & Logistics and Michelle Sanford, Director Vendor Management, AEM

Negotiating a hotel or vendor contract with the most favorable terms for your organization is key to meeting your show budget. In this session, you will better understand dealing with attrition and



concessions in your hotel contracts, how to negotiate with facility exclusives and learn cost saving tips for the 3rd party vendors you hire.

Are You Ready for Over 30,000 International Attendees?

Presented by: AEM Marketing Team

Review the research conducted by AEM on the wants and needs of the international attendee so you can best serve their needs. Plus, gain insights on how best to get their attention before, during, and after the show.

New Technology You Should Care About

Presented by: Mike Wohltz, Senior VP of Design Delivery and Wilson Tang, VP, Digital Experience with Freeman Exposition LLC

The technological tools at your disposal to help share your brand story continue to change at unforeseen rates. This sessions discusses the emerging technologies in the exhibit space and delves into the best practices in technology like 4K monitors, LED walls, AR and VR, Bluetooth, beacon technologies, and more. You will learn both the capabilities and limitations of today's hottest event technologies and how to best scope your needs with your exhibit vendors.

11:00 – 11:45 a.m.

Keeping Your Story “Top of Mind”

Presented by: John Hall, Co-Founder, Calendar

The key to real success in any business is developing strong relationships built on trust. When you are viewed as a value-add and trustworthy organization that looks to partner with their customers in solving day-to-day challenges, the opportunities are limitless. One of the ways to do this is through content that keeps your brand “Top of Mind” 24/7. Learn proven methods for developing digital content that will not only help you connect and engage your customers beyond the tradeshow floor, but increase your revenue and growth year round.



ADDITIONAL EVENING DINNER OPTIONS: TUESDAY, AUGUST 20

Wine Tasting and Pairing Dinner @ Café La Cave, \$90 per person

One of the most popular dining destinations in the Chicagoland area since 1976. Known for their distinctive Continental cuisines. Your dinner experience includes soup, salad, choice of entrée with wine pairing and dessert.

Brazilian Drink Class and Dinner @ Fogo de Chao, \$90 per person

Your experience includes the Market Table and Feijoada Bar, unlimited fire-roasted meats with sides, assorted desserts and two cocktails per person. In addition, our manager will highlight the history of the Churrasco, Brazil and the Caipirinha. You will receive a tableside demonstration of how the Caipirinha is made and have the opportunity to make your own.

Wine Tasting and Pairing Dinner: Steak 101 @ Harry Caray's - \$100 per person

Harry Caray's Corporate Executive Chef and Sommelier have created an incomparable four-course steak and wine tasting menu designed to answer the most commonly asked questions about ordering steak and wine. Dry Aged or Wet Aged? Grain Fed or Grass Fed? What wine with what steak? For each course, our Chef will compare and contrast the characteristics of two different steak options, and our wine expert will explain how the qualities of the meat influence the choice of wine. All guests are given detailed tasting notes to take home. Package includes the four course dinner and wine pairings.

Bowling and Dinner @ Kings Dining - \$70 per person

Kings Dining & Entertainment merges genuine food, creative cocktails, and social gaming to create the ultimate entertainment experience. Bringing this inspiration to life with upscale, retro-inspired décor and best-in-industry service. Your experience includes bowling for two hours, shoe rental, appetizers, pizza and two drinks.

Sushi Making Class and Dinner @ Shakou- \$90 per person

Shakou Restaurants have been named in the Top 100 Hot Spot Restaurants in America and in the Top 10 Chicago Asian Eateries by Open Table. The head executive chef will instruct you how to make your own Green Dragon, California roll and Spicy Tuna roll. Appetizers and two drinks are also included.

Beer Tasting and Dinner - \$50 per person

Your Italian dinner will include salad, eggplant, fresh handmade pasta, sauces and dessert. The restaurant will also tempt your pallet with a beer tasting.