

Event Information for Exhibit Sales Roundtable (ESR) Virtual

February 25, 2021:

- 10:45 AM Welcome, Objectives and Introductions
- 11:05 AM **“Actionable Data Gleaned from UFI and Freeman Research”**—Sam Lippman sifts through recent research conducted by UFI and Freeman to deliver a fast-paced session of hard data you can use. Take away a new yardstick to assess your plans, evaluate your methods, and elevate your performance.
- 11:15 AM **“What Exhibitors/Sponsors Need From You Now”**: With most of us now having almost a year of producing or participating in virtual events under our belts, hear from two experts who have exhibited, sponsored, and measured the impact – from the corporate perspective. Jeannie Wert, Director of Exhibit Management - Siemens Healthineers North America and Joe Federbush, President/Chief Strategist - EVOLIO Marketing will share successful (and not-so-successful) examples, data, and insights to better help you understand what it’s like to be in exhibitors’/sponsors’ shoes and what is needed from show organizers and associations to help prove the value and for us all to prosper in 2021 and beyond. We hope that you leave this session with new ideas that can be implemented right away, regardless of your show size and industry.
- 11:50 AM **Breakout Sessions and Reports I**: Breakout exercises offer a deep dive into an important topic. Exchange tactics and insights with a small group of forward-thinking professionals. Breakout exercise leaders will then share key takeaways with the entire team.
- 12:30 AM 30-Minute Break
- 1:00 PM **"Reinventing the Exhibitor Prospectus to Sell in the Modern Era"**: Personalized and customized opportunities are key components to driving exhibitor and sponsor conversion. In this discussion, Ingrid Thorsen, Senior Account Director - mdg, A Freeman Company, will talk about how to do that in a modern format. Whether your event is live, hybrid or fully digital –we’ll show you three examples that can translate opportunities into dollars.
- 1:15 PM **"Exhibitor ROI in a Hybrid World"**: As if proving exhibitor ROI was not already difficult for our in-person events, translating online engagement into the expectations of the physical world is an exercise in frustration. In just 15 minutes, Dave Lawton, Chief Sales Officer - Convention Data Systems (CDS) will help you discover new tools and new methods designed to help you get on the same page with your customers.

- 1:30 PM **Breakout Sessions and Reports II:** Breakout exercises offer a deep dive into a compelling topic. Exchange tactics and insights with a small group of forward-thinking professionals.
- 2:10 PM 10-Minute Break
- 2:20 PM **" What B2B Exhibitions Can Learn from Consumer Show Sales Method"**
Convergence, gamification, experiential is going to be even more applicable in post COVID tradeshows. CIER has predicted that there is going to be a drop in attendance to events. What are those thing that can bring in an audience? The unexpected, the experience, something exciting even when the products being offered in a vertical may not be particularly exciting. Rich Stone, CEO - ACT/EXPOCAD will explain how tradeshows need to look at consumer events to see what can work for their audience to get attendees to talk about their event pre and post show.
- 2:35 PM **"Our Tomorrow: A Look to the Future of Trade Shows & Events"**
Randal Acker, CEM - President and COO, EXHIBITOR Media Group
- 2:50 PM **Speed Round and Summary:** The information exchange is fast and furious when every team member gets a chance to share top takeaways that will enhance their sales practices and decision-making.
- 3:30 PM Adjourn: Exhibit Sales Roundtable starts and ends on time. You can set your clock to it.

For up-to-the-minute information, please go to [Exhibit Sales Roundtable](#).

Sponsors

Convention Data Services (CDS), EXPOCAD, Gather Voices, mdg, Swoonfull

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Full refunds will be allowed until February 18, 2021. After February 18, substitutes that meet ESR's eligibility requirements will be permitted.