



Event Information

Thursday, June 17, 2021 via Zoom (Eastern Time):

- 10:45 AM **Welcome and Get Acquainted**
- 11:05 AM **Actionable Data from Freeman Research**—Sharing the results of a new research study, Freeman, the global leader in events, has concluded that the timeline for the return to in-person events has moved up. Get the background and specific recommendations that will illuminate your decisions from Ken Holsinger, Senior Vice President - Data Solutions at Freeman.
- 11:30 AM **What Exhibitors/Sponsors Need from You Now**—Brand marketers have more ways to spend their budgets than ever before. While the pandemic may have made some better appreciate the value of in-person events, others are demanding more data and accountability than ever before. Kellie Bayer, Senior Event Program Manager, Intel Corporation will give you the straight story from the exhibitor's point of view.
- 11:55 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.
- 12:45 AM 30-Minute Break
- 1:15 PM **Creating and Selling Video Sponsorships**—Sponsors for events thrive on connecting with attendees to help fill their sales pipeline and the common approach has historically been branding and vendorville. It's a zoo. Joel Resnik, Chief Revenue Officer of Gather Voices, will compare traditional sponsorship engagement to a zoo to clearly demonstrate why both the animals and attendees prefer visiting a sanctuary to a zoo. Learn how video can be utilized to humanize sponsors and create increased engagement that leads to meaningful connections and a few simple steps on how to get started today.
- 1:25 PM **Flipping the Script with Market Tours** – Lori Smith, Vice President Sales & Business Development, Solar Power Events
- 1:35 PM **Designing and Selling Hybrid Shows**—The pandemic has brought several dirty words that we would prefer not to speak or hear. COVID, pivot, virtual are all words in our space that can go away. There is one more word that already is or is joining the list HYBRID that should not go away. Hybrid events are going to be with us for some time.

The ability to serve a broader audience, insurance against other calamities, servicing those who can't/won't travel, and easier access for the disabled are all reasons one more dirty word will be added. This interactive discussion with Rich Stone, CEO - EXPOCAD by ACT, will provide direction and context for designing and selling a hybrid show.

- 1:50 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.
- 2:35 PM 10-Minute Break
- 2:45 PM **Our Tomorrow: A Look to the Future of Trade Shows & Events**—This session will cover insights from research conducted by EXHIBITOR Media Group on their readership of corporate trade show marketers and their vendors. Randal Acker, President & COO, EXHIBITOR Media Group, will explore how COVID-19 has impacted the trade show exhibitor community and how that impacts our industry's return.
- 3:10 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

EXPOCAD, Gather Voices, mdg and Swoonfull

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Full refunds will be allowed until June 15, 2021 – or substitute an eligible colleague from your organization at any time.

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