



Location & Agenda

[Georgia World Congress Center \(Main Event\)](#)

285 Andrew Young International Blvd NW

Atlanta, GA 30313

LSR will abide by all applicable health and safety regulations.

[Georgia Aquarium \(Welcome Reception and Dinner\)](#)

225 Baker Street NW

Atlanta, GA 30313

[Omni Atlanta Hotel at CNN Center](#)

100 CNN Center

Atlanta, GA 30303

Event Dates & Time (Eastern time)

August 18, 2021:

6:00 PM **Welcome Reception and Dinner:** Large Show Roundtable kicks off at the Georgia Aquarium. Enjoy a private dinner prepared by the award winning Wolfgang Puck culinary team, and face to face networking time with your LSR industry colleagues while taking in the Georgia Aquarium's newest gallery- SHARKS! Predators of the Deep. The 1.2 million gallon exhibit and floor to ceiling windows get you up close and personal with a collection of nature's most formidable apex predators.

August 19, 2021:

7:30 am **Breakfast and Registration**

8:00 am **Keynote Session – Block Pricing Comes of Age: Can It Benefit Your Show?:** Start the day with breakfast and a provocative Keynote Address by Michelle Edmonson, Senior Director - Events & Content at AMT, producers of the International Manufacturing Technology Show (IMTS). She will be joined by Bob Ryley, Senior Vice President Exhibition Sales at GES, to explain how the IMTS Custom Block Pricing model has evolved into a highly successful program for IMTS.

Cost certainty, transparency & ease of budgeting are all possible when a show develops and implements a different exhibitor pricing model for their show. The Custom Block Package was designed to make exhibiting easier for the 1,400-plus

exhibiting companies at IMTS. They save time, while taking the guesswork out of exhibiting. Have you ever considered shifting to a different exhibitor pricing model? When you simplify the overall exhibiting experience, the benefits to your customers ultimately reward your show. Michelle and Bob will walk you through popular exhibitor package options as well as answer questions on how the IMTS Custom Block Package has evolved since its introduction at the IMTS 2006.

- 9:45 am **Closed Door Facilitated Discussion:** Only organizers registered for this LSR will be present. Be prepared for frank, unrecorded discussions.
- 12:00 pm **Networking Lunch**
- 1:30 pm **Closed-door Facilitated Discussion II:** Collect large show insights from the sharpest minds at the most respected shows in the nation. Only organizers registered for this LSR will be present.
- 4:00 pm **Adjourn**

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

Sponsors

42Chat, Atlanta Convention & Visitors Bureau, EVOLIO Marketing, Gather Voices, Georgia World Congress Center, GES, Map Your Show, mdg, Omni Atlanta Hotel at CNN Center

Cancellation Policy:

Full refunds will be allowed until August 12, 2021 – or substitute an eligible colleague from your organization no later than August 16.

LSR Policies

As of January 2021:

LSR respects the information provided by our customers. This privacy statement discloses the type of information we capture about our customers, how we use it to communicate with our customers and how you can request to no longer receive communications from LSR.

Our Customers:

This policy applies to all customers of LSR, who include, but are not limited to, attendees, speakers, press and sponsors.

Customer Information and Use:

Two primary types of information are gathered about our customers:

Financial information is used for or gathered during the registration process and includes, but is not limited to, credit card numbers and expiration dates. This information is used only to process the transaction.

Professional information includes, but is not limited to, name, title, company name, company address, phone number, and e-mail address. This also applies to questions answered on survey or registration forms, such as demographic information.

Opting Out:

LSR will accept, implement and maintain any customer request to opt out of future e-mail communications from LSR. If you would like to opt out of all e-mail communications from LSR, please contact Sam Lippman at slippman@lippmanconnects.com or [703.979.4904](tel:703.979.4904).

Security:

This site utilizes a secure server to protect information.