



Event Information

Event Location

[Marriott Marquis](#), 2121 S Prairie Ave., Chicago, IL 60616

Program – June 30, 2022 (CT)

8:00 AM	Breakfast
9:00 AM	Welcome and Objectives — Sam Lippman, President, Lippman Connects
9:10 AM	Self-introductions
9:45 AM	Exhibit and Sponsorship Sales Survey Results — Joe Federbush, President, EVOLIO Marketing
10:20 AM	Networking Break
10:40 AM	Rethinking Booth Sales in a Post-Pandemic Environment - Ben Dunlap, Regional Vice President, Map Your Show
11:00 AM	Responding to Our Anchors' Changing Expectations
12:00 PM	Networking Lunch
1:15 PM	Our Customer Speaks - Andie Putnam, Senior Event Marketing Manager, ServiceNow Americas
2:30 PM	Identifying New Prospects
2:45 PM	Networking Break
3:05 PM	New Sponsorship Ideas
3:25 PM	Multichannel Strategy – David Saef, Senior Vice President, Strategy, Freeman
4:00 PM	Speed Round and Summary
4:30 PM	Adjourn

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

Sponsors

Choose Chicago, EVOLIO Marketing, Gather Voices, Map Your Show, mdg, and *TSNN*

Trusted Conversational AI Partner

42Chat

Cancellation Policy:

Full refunds will be allowed until June 23, 2022 – or substitute an eligible colleague from your organization at any time.

ESR Policies

As of January 2022:

ESR 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 ESR.

Our Customers:

This policy applies to all customers of ESR, 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:

ESR will accept, implement and maintain any customer request to opt out of future e-mail communications from ESR. If you would like to opt out of all e-mail communications from ESR, 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.