



Event Information

Event Location

[Virginia Tech Executive Briefing Center](#), 900 N Glebe Rd, Arlington, VA 22203

Program – September 29, 2022

- 8:00 AM *Networking Breakfast*
- 9:00 AM Welcome and Objectives — Sam Lippman, President, Lippman Connects
- 9:45 AM **Briefing: Exhibit and Sponsorship Sales Survey**—Take away the Exhibit and Sponsorship Sales Survey jointly produced by Lippman Connects and EVOLIO Marketing for ESR. In this session, Joe Federbush, President, EVOLIO Marketing, will explore the major findings.
- 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**—Your biggest and best customers are ready to come back to your event ... but not all the way back to 2019. Find out what it will take to bring your customers closer than ever.
- 12:00 PM *Networking Lunch*
- 1:15 PM **Dan Cole's Exhibit Sales Master Class**—Exhibit sales legend Dan Cole conducts a master class in how to develop, nurture, and profit from customer relationships.
- 2:30 PM **Identifying New Prospects**—Attrition is a perpetual threat that COVID only made worse. Where are you going to find tomorrow's exhibitors and sponsors?
- 2:45 PM *Networking Break*
- 3:05 PM **New Sponsorship Ideas**—Fresh sponsorship opportunities are the ideal way to restart a conversation and get a bigger share of the marketing budget.
- 4:00 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.
- 4:30 PM Adjourn

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

Sponsors

CDS, Evolio Marketing, Gather Voices, Map Your Show, mdg, *TSNN*

Trusted Conversational AI Partner

42Chat

Cancellation Policy:

Full refunds will be allowed until September 22, 2022 – or substitute an eligible colleague from your organization at any time.

ESR Policies

As of January 2022:

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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.

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