



**David L. Lawrence Convention Center**  
**1000 Fort Duquesne Blvd., Pittsburgh, PA 15222**

**Event Dates & Time (ET)**

**November 16, 2022:**

6:00 PM      *Networking Reception and Dinner – [The Westin Pittsburgh](#)*

**November 17, 2022:**

8:00 AM      *Breakfast*

9:00 AM      *Welcome and Facilitated Networking*

9:20 AM      **Keynote: Tap into the Hidden Leverage Unique to Midsize Shows** - Midsize shows have midsize needs, meaning they have options in terms of suppliers, destinations, and venues. Yet even in the age of data-centric decision-making, midsize shows are not pulling all the available levers. Michael Harding, Vice President, Business Investment - Pittsburgh Regional Alliance and Andrew Ortale, Chief Sales Officer – VisitPITTSBURGH will use the practices of a Pittsburgh-based non-governmental organization as a case study to give organizers a previously unexplored perspective on how to unlock local and regional data, riches, and resources. Here are just a few of the hidden benefits:

- Justify planning decisions based on established facts and credible projections.
- Demand factual criteria for deciding major contracts and reduce the influence of schmoozing.
- Use negotiations to bridge the gap between what you need and what you have.
- Discover regional/local resources that are a rich source of exhibitors, sponsors, speakers, and attendees.
- Position your event as a business accelerator, delivering value to the business community.
- Find previously unknown local stakeholders with marketing dollars available to your event.

10:15 AM      *Networking Break*

10:40 AM      **Your Show's Omnichannel Potential** – Rich Stone, CEO, ACT/EXPOCAD

11:00 AM	<b>Attendee Acquisition: Mega Results for Midsize Shows</b> - Facilitated Discussion
12:00 PM	<i>Lunch</i>
12:30 PM	<b>Best Practices Research Report</b> - Joe Federbush, President, EVOLIO Marketing
1:15 PM	<i>Networking Break</i>
1:30 PM	<b>Get in Position: Go from Trade Show to Essential Platform</b> – Terry Campanaro, Chief Growth Officer, Spiro and Julia Smith, Senior Vice President Business Development, GES
2:30 PM	<i>Networking Break</i>
2:45 PM	<b>Adding Value to Your Show</b> - Facilitated Discussion
3:30 PM	Summary: Key Takeaways
4:00 PM	Adjourn

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

**Sponsors:** ACT/EXPOCAD, David L. Lawrence Convention Center, EVOLIO Marketing, GES, mdg, Naylor Association Solutions, TSNN, and VisitPITTSBURGH

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### **Cancellation Policy**

Full refunds will be allowed until November 10 – or substitute an eligible colleague from your organization no later than November 14.

## **Midsize Show Roundtable (MSR) Policies**

*As of January 2022:*

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### **Our Customers:**

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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.

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