

CONEXPO-CON/AGG Exhibitor Meeting Schedule

August 19-21, 2025 • Hyatt Regency O'Hare • Chicago, IL



TUESDAY, AUGUST 19

| TIME | EVENT | LOCATION |
|--------------------|--|----------------------|
| 9:00 am – 12:00 pm | A Beginner's Guide to CONEXPO-CON/AGG - Part 1 (Strategic Focus) <i>Robyn Davis, Exhibitors WINH</i> | |
| 1:00 pm – 4:00 pm | Next Level Learning (and Peer-to-Peer Idea Swap) for Experienced Exhibitors <i>Robyn Davis, Exhibitors WINH</i> | |
| 3:00 pm | Registration and Visiting with Vendors | Grand Ballroom Foyer |
| 5:00 pm – 6:30 pm | Reception with Vendors | Grand Ballroom Foyer |

WEDNESDAY, AUGUST 20

| TIME | EVENT | LOCATION |
|---------------------|---|--------------------|
| 7:00 am | Registration Opens | |
| 7:00 am – 8:00 am | Continental Breakfast | Grand Ballroom F-H |
| 8:00 am – 8:30 am | Welcome & Introductions <i>Dana Wuesthoff, Show Chair, AEM</i> | Grand Ballroom D-E |
| 8:30 am – 9:30 am | Evolving Expectations of Event Audiences <i>Kimberly Hardcastle, mdg, A Freeman Company</i> | Grand Ballroom D-E |
| 9:30 am – 9:45 am | Break | |
| 9:45 am – 10:30 am | Exhibitor Logistics & Show Services Overview <i>AEM Team: Mary Bukovic, Jason Bolz, Tia Hagen, Sara Stromski</i> | Grand Ballroom D-E |
| 10:30 am – 10:45 am | Travel Time | |
| 10:45 am – 11:30 am | CONCURRENT SESSIONS Branding – Make Your Booth Stand Out <i>Cindy Zuelsdorf, Kokoro Marketing</i> | Grand Ballroom D-E |
| | The Exhibit Marketing Process <i>Jefferson Davis, Competitive Edge</i> | Grand Ballroom A |
| | Budgeting Basics and Rules of Thumb - 101 <i>B.J. Enright, Tradeshow Logic</i> | Grand Ballroom C |
| 11:30 am – 12:45 pm | Lunch | Grand Ballroom F-H |
| 12:45 pm – 1:30 pm | CONCURRENT SESSIONS How to Tackle the Top Challenges Facing Exhibitors <i>Jefferson Davis, Competitive Edge</i> | Grand Ballroom D-E |
| | Next Level Marketing & Promotional Opportunities <i>Peter Kaufmann, AEM</i> | Grand Ballroom A |
| | Your Registration & Hotel Booking Portal <i>Melissa Line, AEM and Maritz Global Events</i> | Grand Ballroom C |
| 1:30 pm – 2:30 pm | ROUNDTABLES <ul style="list-style-type: none"> • Sponsorship & Account Success Advisors • Catering – <i>Aramark, Festival</i> • Catering – <i>Sodexo, LVCC</i> • Show Logistics & Package Plan • Public Relations • Electric & Utilities • CONEXPO-CON/AGG 365 • Move In & Out Logistics • Technology & Audio Visual • Lead Retrieval & Visitor Data • Show Sponsorship • Marketing Opportunities • Measuring ROI • Reg & Hotel Portal • Next Level Awards • Outdoor Tent & Structure Logistics • Improve Booth Traffic | Grand Ballroom F-H |

WEDNESDAY, AUGUST 20 (CONT.)

| TIME | EVENT | LOCATION |
|-------------------|--|--------------------|
| 2:30 pm – 2:45 pm | Travel Time | |
| 2:45 pm – 3:30 pm | CONCURRENT SESSIONS International Marketing Opportunities <i>Pedro Martin, AEM</i> | Grand Ballroom D-E |
| | The Exhibitor <u>Logistics</u> Package Best Practices <i>Freeman Team: Brent Linkin, Will Reibel, Karen Young, & Ellen Crowley</i> | Grand Ballroom A |
| | Three Ways to Increase and Improve Your Booth Traffic at CONEXPO-CON/AGG <i>Robyn Davis, Exhibitors WINH</i> | Grand Ballroom C |
| 3:30 pm – 3:45 pm | Travel Time | |
| 3:45pm – 4:30 pm | CONCURRENT SESSIONS Advanced Strategies for Experiences Exhibitors: Negotiating, EACs, & Maximizing Your Investment at CONEXPO-CON/AGG <i>BJ Enright, Tradeshow Logic</i> | Grand Ballroom D-E |
| | Maximizing Exhibitor ROI: Leveraging Data to Ensure Success <i>Melissa Line, AEM and Maritz</i> Unlock the Power of Attendee-Driven Design: Maximizing Engagement Through the XLNC Framework <i>Molly Witges, Freeman</i> | |
| 4:30 pm – 4:45 pm | Travel Time | |
| 4:45 pm – 5:15 pm | Beginning with WHY to Inspire Creativity and Audience Resonance <i>Dax Callner, DAC Strategy</i> | |

THURSDAY, AUGUST 21

| TIME | EVENT | LOCATION |
|---------------------|--|--------------------|
| 7:00 am | Registration Opens | |
| 7:00 am – 8:00 am | Continental Breakfast | Grand Ballroom F-H |
| 8:00 am – 8:05 am | Welcome & Introductions | Grand Ballroom D-E |
| 8:05 am – 9:00 am | Customer Panel <i>Amanda Kurk, Kurk Concrete, Nic Parish, Burns Dirt Construction, and John McDonald, McDonald Golf Inc</i> | Grand Ballroom D-E |
| 9:00 am – 9:15 am | Travel Time | |
| 9:15 am – 10:00 am | CONCURRENT SESSIONS Beyond the Booth: Creating Bold Physical and Digital Event Activations <i>Dax Callner, DAC Strategy</i> | Grand Ballroom D-E |
| | Booth Staff: What to Do and What Not to Do <i>Cindy Zuelsdorf, Kokoro Marketing</i> | Grand Ballroom A |
| | Maximizing Your PR Impact: How to Elevate Your Trade Show Presence <i>Sandra Mason, AEM</i> | Grand Ballroom C |
| 10:00 am – 10:15 am | Travel Time | |
| 10:15 am – 11:00 am | Top Takeaways from the CONEXPO-CON/AGG Exhibitor Meeting (plus Bonus Tips!) <i>Robyn Davis, Exhibitors WINH</i> | Grand Ballroom D-E |
| 11:00 am – 11:15 am | Wrap-up & thank you | Grand Ballroom D-E |