

Schedule

Tuesday, August 16

3:00 pm	Registration and Visiting with Vendors
5:00 pm – 6:30 pm	Reception with Vendors

Wednesday, August 17

8:00 am – 8:30 am	Welcome & Introductions - <i>Dana Wuesthoff & John Rozum, AEM</i>
8:30 am – 9:30 am	Connecting Through Remarkable Experiences - <i>Ryan Estis, Author</i>
9:30 am – 10:00 am	Break – Visit with official Show Vendors
10:00 am – 10:45 am	Transformational Spaces: Booth Case Studies - <i>Freeman</i>
10:45 am – 11:00 am	Travel Time
11:00 am – 11:45 am	Concurrent Sessions <ul style="list-style-type: none"> The New Enhanced Exhibitor Launchpad – <i>Maritz Global Events</i> High Design, Low Budget - <i>Freeman</i> Trends in Taste – Catering Details & Logistics - <i>Aramark & Centerplate</i>
11:45 am – 1:00 pm	Lunch
1:00 pm – 1:45 pm	Concurrent Sessions <ul style="list-style-type: none"> Connecting with Technology - <i>Freeman</i> Next Level Marketing & Promotional Opportunities – <i>Sarah Rewasiewicz, AEM & Jennifer Richter, AEM</i> The Exhibitor Package Plan – <i>Caroline Roberts, AEM; Freeman</i>
1:45 pm – 3:00 pm	Roundtables <ul style="list-style-type: none"> Marketing opportunities Moving In & Moving Out Housing Post Show Follow-Up Catering - LVCC Public Relations Electric & Utilities Technology & Audio Visual Lead Retrieval Show Sponsorship Catering - Festival
3:00 pm – 3:15 pm	Travel Time
3:15 pm – 4:00 pm	Concurrent Sessions <ul style="list-style-type: none"> Why Are You (Really) Exhibiting – <i>Robyn Davis, CPTD</i> Beyond the Booth: Amplifying Your Show Presence - <i>Freeman</i> Lead Retrieval - <i>Maritz</i>



EXHIBITOR MEETING
August 16-18, 2022
Hyatt Regency O'Hare

4:00 pm – 4:15 pm

Travel Time

4:15pm – 5:00 pm

Understanding Customer Behavior – *Andrea Olson*

Thursday, August 18

8:00 am – 8:05 am

Welcome & Introductions

8:05 am – 9:00 am

Customer Panel -

9:00 am – 9:15 am

Travel Time

9:45 am – 10:30 am

Concurrent Sessions

- Lead Follow Up: Increase Sales Post Show – *Aaron Dorsey, Maritz & Robyn Davis, CPTD*
- The Exhibitor Package Plan – *Caroline Roberts, AEM; Freeman*
- Scalable PR – *Sandra Mason, AEM*

10:30 am – 10:45 am

Travel Time

11:00 am – 11:45 am

Branding: What Keeps Your Customer Coming Back – *Adam Albrecht, The Weaponry*

11:45 am – 12:00 pm

Wrap-up & Thank you