

# 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>	Grand Ballroom B
1:00 pm – 4:00 pm	Next Level Learning (and Peer-to-Peer Idea Swap) for Experienced Exhibitors <i>Robyn Davis, Exhibitors WINH</i>	Grand Ballroom B
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>Eric Sauvage, LBX Company &amp; Dana Wuesthoff, Show Chair, AEM</i>	Grand Ballroom D-E
8:30 am – 9:30 am	Evolving Expectations of Event Audiences <i>Kimberly Hardcastle-Geddes, 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, &amp; Sara Stromski</i>	Grand Ballroom D-E
10:30 am – 10:45 am	Travel Time	
10:45 am – 11:30 am	<b>CONCURRENT SESSIONS</b> 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 B
11:30 am – 12:45 pm	Lunch	Grand Ballroom F-H
12:45 pm – 1:30 pm	<b>CONCURRENT SESSIONS</b> 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 &amp; Maritz Team: Jenna Bishop &amp; Kara Menzel</i>	Grand Ballroom B
1:30 pm – 2:30 pm	<b>ROUNDTABLES</b> <ul style="list-style-type: none"> <li>• Sponsorship &amp; Account Success Advisors (2)</li> <li>• Catering – Aramark &amp; Festival</li> <li>• Catering – Sodexo &amp; LVCC</li> <li>• Show Logistics &amp; Package Plan</li> <li>• Public Relations</li> <li>• Electric &amp; Utilities</li> <li>• CONEXPO-CON/AGG 365</li> <li>• Move In &amp; Out Logistics</li> <li>• Technology &amp; Audio Visual</li> <li>• Lead Retrieval &amp; Visitor Data</li> <li>• Show Sponsorship</li> <li>• Marketing Opportunities</li> <li>• Measuring ROI</li> <li>• Registration &amp; Hotel Portal</li> <li>• Next Level Awards</li> <li>• Outdoor Tent &amp; Structure Logistics</li> <li>• Improve Booth Traffic</li> </ul>	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	<b>CONCURRENT SESSIONS</b> 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, &amp; 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 B
3:30 pm – 3:45 pm	Travel Time	
3:45pm – 4:30 pm	<b>CONCURRENT SESSIONS</b> 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 &amp; Maritz Team: David Ely, Brian Crum, &amp; Aaron Dorsey</i>	Grand Ballroom A
	Unlock the Power of Attendee-Driven Design: Maximizing Engagement Through the XLNC Framework <i>Molly Witges, Freeman</i>	Grand Ballroom B
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>	Grand Ballroom D-E

# 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	Opening Remarks <i>Eric Sauvage, LBX Company</i>	Grand Ballroom D-E
8:05 am – 8:25 am	Show Sustainability Initiatives <i>Karen Young, Freeman</i>	Grand Ballroom D-E
8:25 am – 9:15 am	Customer Panel <i>Amanda Kurt, Kurk Concrete, Nic Parish, Burns Dirt Construction, Ebony Jennings, Asphalt &amp; Construction, &amp; John McDonald, McDonald Golf Inc with moderator Taylor White</i>	Grand Ballroom D-E
9:15 am – 9:30 am	Break	
9:30 am – 10:15 am	<b>CONCURRENT SESSIONS</b> 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 B
10:15 am – 10:30 am	Travel Time	
10:30 am – 11:15 am	Top Takeaways from the CONEXPO-CON/AGG Exhibitor Meeting (plus Bonus Tips!) <i>Robyn Davis, Exhibitors WINH</i>	Grand Ballroom D-E
11:15 am – 11:30 am	Wrap-up & thank you <i>Eric Sauvage, LBX Company</i>	Grand Ballroom D-E