
Wednesday, August 10, 2011
3:45 pm – 5:00 pm

Funding Technology Models

Moderator:

Rick McConnell, President, *Hanley Wood Exhibitions*

Panelists:

Rob Hamlin, President and CEO, *MarketArt*

Stephen Nold, President, *Tarsus Advon*

Kyle Welch, VP Finance, *Hanley Wood Exhibitions*

Funding Technology Models



About Rick McConnell

- President of Hanley Wood Exhibitions, a division of Hanley Wood, LLC, one of the 10 largest business-to-business media companies in the United States.
- Responsible for managing and growing the company's exhibition activities, which are concentrated in the building and construction industry
- Hanley Wood Exhibitions produces 14 trade shows, 3 of which are on the *TSE Gold* 100 List
- More than 21 years experience in the tradeshow management industry and began his career at Hanley Wood in 2001 as Show Director.
- Previous experience includes trade show management responsibilities at MAGIC International, Miller Freeman and VNU



About Stephen Nold

- As a tech consultant, began his career in research and transitioned into market launch strategies.
- Currently serves as Publisher and President of TSNN and oversees the MTO Summits and Signature Tours.
- Has worked with a long list of corporate and trade show clients including Hanley Wood, IBM, Gartner, Intel, Society of Petroleum Engineers
- Active member of International Association of Exhibitions and Events and SISO.

About Stephen Nold that Only His Momma Knows (until today)

- Played high school football for Odessa Permian, the Friday Night Lights team.
- Has picture of him with a machine gun sitting on a tank in Israel at the top of the Golan Heights.
- Once served as the Executive Director for the Republican Party of Dallas County.
- Managed the initial marketing for a girl's band that has become widely recognized as the Dixie Chicks.



About Rob Hamlin

- President and CEO of MarketArt, creators of the **✖You Are Here** Interactive Map and Directory systems.
- Employee #34 at MapInfo (NASDAQ: MAPS), first company to deploy non CAD-based mapping solutions on PC's in the late 80's.
- Extensive start-up and consulting experience helping businesses increase sales and deploy successful software solutions to add value and drive sales.
- Big fan of maps.

About MarketArt

- Offices in (upstate) NY and Old Town Alexandria (DC).
- Founded in 2005 to fill need for user-friendly map tools and added value for attendees and exhibitors at events.
- Event Management Systems, map and directory, search, wayfinding and digital media solutions for events. Web, mobile and floor.
- Creative solutions deployed at 129 (and counting) 2011 events.



About Kyle Welch

- VP of Finance and Administration for Hanley Wood Exhibitions.
- Responsible for Central Service departments including Accounting, FP&A, Technology, Digital Media, Housing and Registration.
- MBA from University of Texas at Dallas
- Prior to Hanley Wood, held management positions with Clear Channel, Citicasters, Nationwide Insurance, and Sandusky Radio.
- Responsible for the successful development and implementation of numerous systems and projects across the tradeshow and broadcasting industries.

About Hanley Wood

Hanley Wood Exhibitions is a division of Hanley Wood, LLC, one of the 10 largest business-to-business media companies in the United States serving the residential and commercial construction industries.

Funding Technology Models

- In the tough economy of today, finding funding models that enable trade show operators to plunge into new technologies can be tricky.
- Share examples of funding models that you all have used to launch technology initiatives.



You've Got Funding!

Funding Technology Models

- There are many financial approaches to getting new technology off the ground
 - Purchase (capital or operating)
 - Licensing
 - Leasing
 - Partner with supplier (split or shared risk)
 - Internally develop
 - Other examples

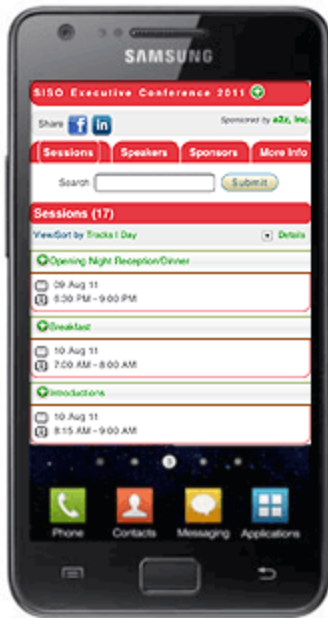
Funding Technology Models

- Share examples of funding models that you all have used to launch technology initiatives.



Funding Technology Models

Mobile Web App



- Everyone wants a mobile site these days.
- What specific financial arrangements have you developed with the technology provider to make mobile apps/sites happen?

Funding Technology Models

- Virtual events seemed to be the rage and then faded some as a new revenue stream.
- Share examples of successful, financial sound virtual events? How did you make it work?

Builder
Concept Home 2012

A CONCEPT FOR THE AGES

THE PROJECT

TARGET BUYERS

THE TEAM

SPONSORSHIP

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INTERESTED IN SPONSORSHIP?
Contact Warren Nesbitt, Executive Director, Residential New Construction Group, at 202.736.3328 or email wnesbitt@hanleywood.com

<http://www.builderconcepthome2012.com/>

Funding Technology Models

- Who owns the final solution?
 - Technology provider
 - Show organizer
 - Both/shared
 - What are the pros and cons?



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Reed Exhibitions

Nielsen
Media Research

Funding Technology Models



- What are the trade-offs of internal build versus external buy?
- What have you in the audience done to roll out technologies?

Funding Technology Models

- Should the buyer have “skin in the game”?
- Who really should assume financial risks?



Funding Technology Models

- Sometimes your current vendors are getting more and more into offering technology solutions (i.e. GSC, Reg company, travel provider).
- Are these types of solutions being employed by the panelists?
- What is the audience experience?

Funding Technology Models

- Define the self-funding approach to acquiring technology.
- How should costs/price be passed on to the audience or exhibitors – if at all?



Funding Technology Models

- Who sells the digital advertising or sponsorship – the organizations internal team, the vendor's team, or a 3rd party?
- If the organization's team sold it, what were the challenges of introducing a new, technical product to a team that sells traditional items?
- Was it successful?



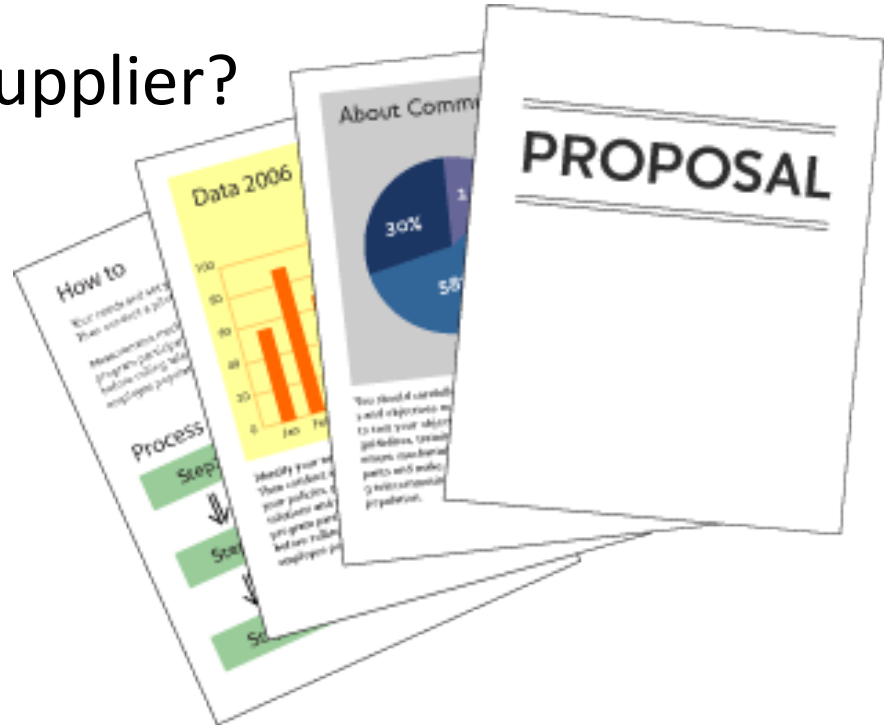
Funding Technology Models

- With the rise of QR codes, how is your organization monetizing or funding the technology?



Funding Technology Models

- What is the true value of the RFP process?
 - To the show organizer?
 - To the technology supplier?



Funding Technology Models

How are technology contracts changing?



- Are the terms shorter due to changes in technology?
- Do contracts have the ability to meet the need to amend, change and revise easily.

Funding Technology Models

- Questions from the audience.
- New ideas or models from the audience.

