

SPEAKER BIOGRAPHIES



Larry Arnaudet

Executive Director, *Exhibition Services & Contractors Association (ESCA)*

After spending eleven years at GES Exposition Services and twenty-four (24) years at The Freeman Companies, Larry took early retirement and joined The Augusta Group in January, 2005. Larry was most recently Executive Vice President of Sales for Freeman where he served on the Board of Directors and Executive Committee, and was a past recipient of the prestigious Buck Freeman award.

Larry is currently Executive Director of the Exhibition Services & Contractors Association (ESCA), where he was Educational Program Chairman for four years and served in numerous official capacities as well as President of the organization in 1997.

In addition to currently being an Allied Member of the International Association of Assembly Managers (IAAM), he previously served on the Exhibits Committee and Allied Committee.

Larry is currently a principal of Augusta Group Management, an Associate with both The Augusta Group and Conference & Meeting Assistance Corporation, LLC and President of The Arnaudet Group, LLC.



Ids Boersma

Managing Director, *RAI Exhibitions*

With a background in sales and marketing and a degree in international marketing,

Ids Boersma started working at Amsterdam RAI in 1992.

Within the RAI he held several positions, all closely related to organizing exhibitions. As a product group manager, Mr. Boersma had a responsibility for 13 exhibitions, all in the maritime field.

From 2000 until 2003 he was responsible for the digital media department. From 2003 onwards Mr. Boersma was appointed to the Board of Directors of Amsterdam RAI in his (new) position; Director of International Exhibitions. In this position Mr. Boersma was responsible for the international trade shows that are being held in Amsterdam and their overseas roll-out. Most of these shows were formed through international alliances and/or joint ventures.

Since December 2007, Mr. Boersma has been appointed as managing director for RAI Exhibitions, the division of Amsterdam RAI that is responsible for all national and international trade and consumer shows organized by Amsterdam RAI.



Jason E. Chudnofsky

Chairman, *Advisory Boards World Publications Group and CrossTech Group*

For over two decades, Jason Chudnofsky has been at the center of the ever-expanding technology event business, launching flagship trade shows and expositions in venues across North and South America, Europe, Asia, Africa and the Pacific Rim.

In July 1988, Chudnofsky was named President of the Trade Show Division of The Interface Group (at the time owner of COMDEX, the leading technology marketplace globally.) When The Interface Group was acquired by Softbank Corporation of Japan, Jason became

President and CEO of Softbank Comdex, Inc. and continued in that position when ZD Events and Key3Media Events later acquired the assets of COMDEX. Under his leadership these companies developed an irrefutable reputation for bringing together the “buyers and sellers” of the Internet in terms of community development, content exchange, global commerce and marketplace development. As a result, Chudnofsky was directly responsible for the leading Business-to-Business event brands in technology: COMDEX Fall, Network+Interop, Seybold Seminars, Java One, Windows World and in 2005 through 2008 Pulvermedia’s VON Exposition and VON Magazine.

More recently, Chudnofsky has been COO for World Publications Group, a leader in the bargain book business and one of the largest wholesale distributors of remainders and bargain priced books in the world. He has also served as the Chairman of Advisory Board with CrossTech Group, the Canton, MA-based education and event technology platform solutions provider. CrossTech’s business units include New Marketing Labs, a social media and new marketing agency, NML-TV a web television network, Irresistible Values, an e-commerce marketplace, and CrossTech Media, conferences for senior level technology and marketing managers.

Among Chudnofsky’s accolades, he has been named one of the 50 Most Influential People in High Tech by MultiMedia Magazine and has been deemed one of the 25 Most Influential People in the Meetings Industry by Meeting News Magazine. Jason has served as Chairman of the Society of Independent Show Organizers (SISO), and as trustee of the International Association for Exposition Management (IAEM).

From 1990 to 1995, while President of The Interface Group and still running COMDEX Events Worldwide, Jason was also President and COO of the Sands Expo and Convention Center in Las Vegas, the largest privately-owned exposition center in the United States, owned by The Interface Group.

Over the course of his career, Chudnofsky has served on the Boards of Directors for a wide variety of business and philanthropic entities including: Folio Exhibits, Inc., TechCorps, SOFTBANK Japan, Inc., Ziff Davis, Inc., Key3Media Group, Quantum Clicks, Logo Wire, Hook Media, Pulvermedia, Next Step Technology, Saigel Productions, The Visiting Nurses Association of Dedham, Massachusetts, the Jewish Community Centers of Greater Boston, Hebrew College, Combined Jewish Philanthropy, the Anti-Defamation League, the Museum of Science, and the Foundation for Jewish Camp.

Chudnofsky is a nationally-known sales and management training consultant, and prior to joining The Interface Group in 1987 he was he was the entrepreneurial owner of World Wide Unlimited, a publisher and trade and consumer exposition producer.

Born and raised in Boston, Chudnofsky holds a B.S. degree in Business Management from Northeastern University. He and his wife Judy have two daughters and two grandchildren, and make their home in Needham, Massachusetts.



Jonathan "Skip" Cox

President and CEO, *Exhibit Surveys, Inc.*

Under Skip Cox's leadership, Exhibit Surveys, Inc. has grown and maintained its position as the premier intelligence and measurement resource in the events marketing industry. Skip focuses strategically on client development and serves as the highly visible face of ESI in the marketplace. This affords him the opportunity to translate emerging needs of clients into the next diagnostic tools for ESI to develop. He also is heavily involved with the direct application of these new tools to enhance the strategic and tactical planning of exhibition and event organizers and exhibitors, for both corporations and associations. Skip is

much sought after as a speaker at major trade shows and professional association meetings, and is often invited to present Exhibit Surveys' research findings at events in the U.S., Latin America, Europe and Asia. He also frequently contributes articles to publications and academic journals serving marketing and event marketing fields. Skip joined Exhibit Surveys in 1971 as Assistant Survey Director, and was promoted in 1973 to Survey Director and in 1978 to Vice President. In 1994, Skip became President, and his responsibilities subsequently grew to include Chief Operating Officer. On Jan. 1, 2005, he became CEO. His involvement with industry associations is extensive. He presently serves on the boards of CEMA—The I.T. Event Marketing Community, the International Association for Exhibitions and Events (IAEE), and the Center for Exhibition Industry Research. In the past has served on the board of Trade Show Exhibitors Association (TSEA). Recognition from these associations include TSEA's Chairman's Award, CEMA's Pinnacle Award, and most recently, IAEE's Chairman's Award.



Sean Dee

Chief Marketing Officer, *AEG*

Sean Dee was appointed Chief Marketing Officer, AEG Worldwide in September, 2009. In this role, Dee is responsible for overseeing the management of AEG's marketing, sales, merchandise, public relations, community relations and creative services business units. He is also taking the lead in the overall branding and business management of many of the organization's key worldwide assets including L.A. LIVE, the \$2.5 billion downtown Los Angeles sports, entertainment, and residential district featuring STAPLES Center, Nokia Theater L.A LIVE, Club Nokia, the GRAMMY Museum and newly opened Regal Cinemas L.A. LIVE Stadium 14 theatre.

The final components of the 4 million square foot development will be completed this spring with the opening of the JW Marriott Los Angeles at L.A. LIVE and The Ritz-Carlton Hotels along with The Ritz-Carlton Residences at L.A. LIVE. Dee is also overseeing the launch of the AEG Digital Marketing Services group and integration with the existing AEG Digital Media Group.

Prior to joining AEG, Dee served as Vice President, Chief Marketing Officer for Hard Rock International as their global brand steward. He oversaw the development of the company's iconic merchandise line, food & beverage offering, e-commerce initiatives, CRM program, branded philanthropy, memorabilia acquisition strategy and worldwide sales and marketing initiatives for its global portfolio of restaurants, hotels, casinos and live venues.

From 1996-2002, Dee served in key roles at Levi Strauss & Company, leading the Levi's Brand through a series of key turnaround initiatives, including its re-introduction into key premium distribution channels. He gained extensive domestic and international experience in retail, media, and consumer-oriented marketing as Vice President on their first global marketing team. Dee began his career at Foote Cone & Belding, San Francisco and rose to Vice President, helping usher the agency into the digital age by launching the first interactive and retail divisions for the company in the early 90's.

Sean received a Bachelor of Arts Degree from Stanford University and lives with his wife Brooke in Los Angeles.



Roger Dow

President and CEO,
U.S. Travel Association

Roger Dow is President and Chief Executive Officer of the U.S. Travel Association, the national umbrella organization representing all segments of the \$770 billion U.S. travel and tourism

industry. It is headquartered in Washington, D.C. with an active presence in Europe, Asia and Latin America.

The mission of U.S. Travel is to increase travel to and within the United States. It advocates the power of travel to leaders in government, provides authoritative travel research and commentary, and hosts annual signature events, including International Pow Wow, that support its mission. U.S. Travel also manages DiscoverAmerica.com, the Official Travel and Tourism Website of the United States.

Dow has served in his present position since 2005. Prior to joining U.S. Travel, Dow rose through the ranks at Marriott International in a career that began as a summer lifeguard at the sixth Marriott hotel and spanned 34 years to become Senior Vice President, Global and Field Sales, leading Marriott's 10,000-person worldwide sales organization. His many accomplishments for the company included development of Marriott Rewards, the world's leading frequent traveler program.

In May 2009, Dow was presented an honorary degree from Johnson & Wales University (Doctor of Business Administration in Hospitality Management) and named the William R. Tiefel Professorial Chair in the university's Hospitality College.

He was recognized by his peers as the 2008 Association Executive of the Year, an honor presented by Association Trends magazine that reflected Dow's success in unifying the travel industry and greatly increasing its effectiveness on Capitol Hill. He has also been named to the Convention Industry Council's prestigious Hall of Leaders, was recognized by Meeting Professionals International (MPI) as one of the industry's top leaders, was selected by MeetingNews as one of the 25 most influential people in the meetings industry, and has been honored by the American Society of Association Executives (ASAE) with its Academy of Leaders Award.

Dow frequently speaks on leadership, sales, marketing and management at conventions and corporate meetings. He has co-authored two books: "Turned On – Eight Vital Insights to Energize Your People, Customers and Profits" and "The

Trust Imperative – The Competitive Advantage of Trust-based Business Relationships."

He serves, or has served, on the Board of Directors of ASAE, PCMA, ASAE Foundation, MPI Foundation (Chairman), GWSAE, the Travel Institute, RE/MAX International and on the Advisory Boards of Arizona State University's Center for Services Leadership and the University of Richmond Robins School of Business.

Dow served in the United States Army with the 101st Airborne Division in Vietnam, where he received the Bronze Star and other citations.

A native of New Jersey, he earned a Bachelor of Science degree from Seton Hall University, where he was senior class president, captain of the varsity wrestling team and secretary of Tau Kappa Epsilon fraternity. He was named TKE alumnus of the year for 1991 and was presented with the award by President Ronald Reagan.

Dow and his wife, Linda, reside in Potomac, Maryland.



Douglas L. Ducate

President and CEO,

Center for Exhibition Industry Research

He joined CEIR in April 1998 after serving for three years as President of PGI Exhibitions and Senior Vice President of PGI, a global business communications, meetings and exhibitions, and multimedia production company headquartered in Arlington, Virginia.

Prior to his tenure at PGI, Mr. Ducate served with distinction for 26 years as the Deputy Executive Director of the Society of Petroleum Engineers (SPE). At SPE, an international association with 53,000 members in 126 countries, he was responsible for all the income producing activities including all meetings and exhibitions. SPE produces some 30 conferences and 15 exhibitions a year in most of the oil producing provinces in the world. It was under his direction that the

first U.S.-based private exhibition was held in Beijing, China in March of 1982.

SPE is particularly well known for their production of the annual Offshore Technology Conference held in Houston, Texas. Mr. Ducate served as General Manager of the event for its first 26 years. Under his leadership, OTC became the largest annual conference and exhibition in the United States. At its zenith, OTC attracted some 120,000 registrants from 96 countries. The exhibition included some 2500 companies and spanned 1.5 million square feet of exhibit space at the Astrodomain complex, now Reliant Park.

Mr. Ducate is a partner and President of The Augusta Group (TAG), a consulting firm that specializes in advising on convention center development, destination marketing, meeting and exhibition planning, and other matters related to the meetings and exhibition industry. TAG has provided services to numerous cities in the United States, Canada, and abroad.

A recognized leader and innovator within the meetings and exhibitions industry, Mr. Ducate has achieved both the Certified Meeting Professionals (CMP) and Certified Exposition Manager (CEM) designations. His memberships in industry associations and organizations have put him on the forefront of industry innovation and have been recognized with senior positions.

Mr. Ducate served as Chairman of the Convention Liaison Council, was President of the Trade Show Bureau (now CEIR) and was President of the International Association for Exhibition Management. Mr. Ducate has been a frequent author and presenter for the American Society of Association Executives and the Professional Convention Management Association where he served on their Board of Directors and also served on the PCMA Foundation Board of Trustees.

Mr. Ducate received the International Association for Exhibition Management Distinguished Service award and their highest honor, the William Hunt Eisenman Award. He was inducted into the Convention Liaison Council Hall of Leaders in 1994. Most recently he received the Distinguished Service Award

from the Trade Show Exhibitors Association and the Exhibit Designers and Producers Associations highest honor, the Hazel Hayes award in 2007.

Mr. Ducate is a member of the Union Des Fiores Internationales (UFI) a Paris based non-political association that studies problems concerning the organization and efficient methods for developing international trade fairs and exhibitions. He served on the Committee de Direction from 1989 to 1991.



Greg Farrar

President, *Nielsen Business Media*,
a division of *The Nielsen Company*

Greg Farrar is the President of Nielsen Business Media, a division of The Nielsen Company.

After serving as an Infantry Officer in the United States Marine Corps, Mr. Farrar began his business media career in 1987 with the Capitol Convention and Exhibit Company. In 1992, with the sale of the business to Bill Communications, he was appointed Vice President of the BillCom Exposition and Conference Group.

In October 1997, Mr. Farrar was promoted to Vice President of Corporate Services of Bill Communications where over the next two years he was centrally involved in the acquisition of over 45 print and face-to-face media properties. In January 2000 Mr. Farrar was appointed Senior Vice President of Business Development of VNU Business Media. There he played a leading role in the acquisition of Miller Freeman USA, a \$200 million business media company made up of over 70 magazines, trade shows, and conferences.

Mr. Farrar was appointed President of VNU Expositions in May 2001. In this role, he established VNU Expositions as one of the leading trade show organizers in the United States. His major accomplishments include successfully integrating several acquisitions, overseeing the launch of over 25 new trade shows and conferences, and

dramatically growing the company's revenues and operating income.

In November 2006 Mr. Farrar was appointed Chief Operating Officer of Nielsen Business Media where he subsequently spearheaded the market-focused reorganization of the company's operations. He was appointed to his current position in April 2007.

Mr. Farrar graduated from the University of Richmond with a Bachelor of Arts degree in 1983, and in 1990 received a Masters of Business Administration degree from George Mason University.

Mr. Farrar lives in Oakton, Virginia with his wife and two sons.



Håkan Gershagen

Board Member, *Clarion Events Ltd.*

Håkan Gershagen is Commercial Director (part-time) of Mack Brooks Exhibitions as well as a Member of the Board. He is also founding shareholder, the first CEO, Board Member and Business Development Director of easyFairs SA. Håkan is a member of the UFI Marketing Committee, and Chairman of UFI Summer Seminars.

Gershagen has more than 30 years experience in the trade show industry starting with his founding of MassMedia, ExpoMedia which organised Swedish national groups to participate in exhibitions throughout the world. ExpoMedia was acquired by the Swedish Exhibition Center but Gershagen remains Managing Director and a member of the Management Board.

In 1990 he joined Reed Exhibitions as Business Development Director based in Brussels, managed the start-up entity in the Netherlands, and on Reed's behalf he acquired business in Belgium, Austria and France, launched new events, while driving other aspects of business development and best practice programmes across Europe.

In 1996 he founded ExpoNova AB in Sweden where with a staff of 50 and turn-

over of 7.5M euros launched six events the first year, ran conferences alongside exhibitions, became a leader of IT/Telecom and marketing events before the company was acquired by Key3Media/Media Live International where he became their Managing Director of Europe.

In 2004 Gershagen joined Mack Brooks Exhibitions, became a Board Member of Mack Brooks Hellas, the Greek exhibition organizers based in Athens. With fully owned subsidiaries throughout Europe he is Chairman of the Scandinavian business.

Other Board and advisory assignments include such illustrious companies as Management Events, Helsinki, Senior Advisor to Restec in St. Petersburg, Advisor to Veronis, Suhler, Stevenson, Board Member at Clarion Events Ltd., Senior Advisor to IFEMA, the exhibition venue and organiser in Madrid.

Gershagen speaks five languages and currently resides in London as well as Gothenburg, Sweden. He received his MBA from Gothenburg University, studied at Chalmers University of Technology, Gothenburg in the area of transport technology and logistics and transportation law. And in his spare time his interests are golf, sailing/boating, skiing, running, classical music and good wines.



Sean Guerre

President, *TradeFair Group*

Sean Guerre, President of the TradeFair Group, an Access Intelligence Company, has 19 years experience in the tradeshow and conference management field. At PennWell Corporation he served in roles as diverse as exhibit sales, conference and project management, marketing and conference programming, including overall management of events. His responsibilities have included overall profit and loss accountability, as well as marketing and forecasting. He currently directs strategic activities and business

development for the TradeFair Group. The TradeFair Group produces 15 events and performs show management contracts for 3 associations and user groups in the energy industry. The TradeFair Group also is home to publications, newsletters and e-media divisions to provide clients with turnkey information products. In the first 5 years of operation, the team at TFG grew the business an impressive 177%, achieving the rank of #57 on the Houston 100 Fastest Growing Private Firms List. TradeFair Group is also the proud past recipient of the TradeShow Week Fastest 50 Award, "Best Places to Work" by EXPO magazine, Best New Show Launch by Expo magazine and Show Manager of the Year by The Expo Group. Sean is a graduate of Stephen F. Austin State University, where he received a BBA in Marketing. He is a member of BMA, SISO, IAEE, Greater Houston Partnership, Greater Houston Convention & Visitors Bureau, and serves on the SISO Board of Directors and Executive Committee, and Board of Southeast Media Inc.; He serves as the 2009 SISO Treasurer. Sean enjoys spending time with his wife Katy and two daughters, Erin and Mary Kate, and lives in Houston, Texas.



Kerry C. Gumas

President and CEO,
Questex Media Group LLC

Kerry C. Gumas is a veteran trade show industry leader, with over thirty years experience producing successful trade shows, consumer and business events in the United States and the Americas, Asia, Europe, and the Middle East.

Kerry led the formation and currently serves as President & Chief Executive Officer of Questex Media Group LLC, a leading trade show and business media company. The company produces over 50 events worldwide, as well as related digital media, magazines and marketing solutions, serving customers in a diverse set of B2B and B2C industries through its

sector-specific business units and subsidiaries Info Trends, Fierce Markets, and McLean Events International Ltd. Previously, Mr. Gumas held senior executive positions in the U.S., Europe and Asia with responsibility for businesses at Advanstar Communications, IDG World Expo, Reed Exhibition Companies, Cahners Exposition Group and Clapp & Poliak International producing market-leading events in manufacturing, processing, electronics, retail, entertainment and technology markets. As the founding Managing Director of Asian Aerospace, Pte. Ltd. he led the formation and management of the Asia/Pacific region's largest air show, Asian Aerospace (Singapore Airshow) and the effort to fund, develop, construct and manage the original 250,000 sq. ft. Changi International Exhibition Center in Singapore as part of an innovative industry-government joint-venture. Early in his career, Mr. Gumas was Deputy Director of the China Trade Promotion Staff at the United States Department of Commerce, where he had originally begun serving as an International Trade Specialist. He was a key member of the team that produced the first U.S. National Trade Exhibitions in Beijing, China and led over 20 U.S. trade missions throughout China.

Mr. Gumas is a member of the Board and Executive Committee of the Society of Independent Show Organizers (SISO); Executive Board member of the Direct Response Marketing Association (DRMA); member of the International Association of Exhibitions and Events (IAEE); past chairman of the American Business Media (ABM) Trade Show Council; past president and vice president of the Singapore Association of Convention and Exhibition Organizers and Suppliers (SACEOS) and an active member of numerous industry, trade groups and advisory boards. Mr. Gumas received his degree in Political Science and Business Administration from Widener University and currently serves on the University's School of Hospitality Management Advisory Board.



Nancy Hasselback

President and CEO,
*Diversified Communications and
Diversified Business Communications*

Diversified Business Communications produces and owns over 90 events and conferences and publishes 7 trade magazines, 5 digital products and 8 eNewsletters in the US, Canada, Australia, Hong Kong, India and Europe. Primary industries served include retail, food, seafood, food technology, healthcare, project management, natural and organic products, building and construction, and commercial marine.

Diversified has experienced rapid growth during Nancy's tenure, which began in 1979. She joined as Editor of Seafood Business magazine, moved to VP of Business Development in 1983, and became President and CEO in 2003. Significant developments include acquisition of Australia's leading exhibition firm, expansion into Canada, launches of seafood events in Europe and Asia, the acquisitions of Full Moon Communications in the UK, Asia Business Events in Hong Kong, Infocast India trade events and publications, HD Expo and Spar Research in the US, and the dmg trade events in Australia.

Diversified continues to expand through product launches, acquisitions, partnerships, and joint ventures in a variety of industries and geographic regions.

Nancy is past Chair of CEIR – Center for Exhibition Industry Research and currently serves as Vice Chair of SISO – the Society of Independent Show Organizers.



George Jage

President and CEO, *World Tea Expo*

Prior to joining the tea industry, George Jage honed his convention and business acumen when he headed the operations for the launch of a successful apparel trade show in 1993, growing the event from 20 exhibitors in a hotel to over 85,000 nsf in 1999. He has also founded four other businesses before the SFG Group LLC, the parent company of the World Tea Expo. In 2003, George launched the nation's first tradeshow devoted solely to the tea industry. The result has been a fast-growing industry mirrored and fueled by this fast-growing trade show, recognized as one of TSW's Fastest 50 in 2006, 2008, & 2009. SFG Group also produces the World Tea News & World Tea Championship. George is a member of numerous business groups, including the Society of Independent Show Organizers, the International Association of Exhibit Managers, and the Entrepreneurs Organization. He also served on the Advisory Board of the Specialty Tea Institute along with being its 2006 Symposium Chair.



Simon Kimble

Chief Executive Officer, *Clarion Events Ltd.*

Simon served in the RAF for six years in the 1980s before entering the world of exhibitions in 1988. He then spent the first 10 years as a junior partner in a small entrepreneurial events business, launching and then selling exhibitions to larger competitors. In 1999, he became MD of the joint venture between Haymarket Publishing and the BBC, responsible for the portfolio of TV-related content events in the UK.

In 2001 he joined Clarion Events, a small organiser that was a subsidiary of Earls Court and Olympia, building the business to become an independent operator owned by VSS since February 2008.

Clarion Events is the largest independent and one of the top three events organising companies in the UK, running exhibitions, conferences and seated events across Britain, Europe, the Americas, Middle East and Asia. Clarion's business-to-business and business-to-consumer events serve 15 different market sectors including defence & security, leisure, entertainment, finance, retail, gaming, fine art and energy. Clarion currently employs a staff of 300+ people in 10 offices in 7 different countries. These include London; Cape Town; Amsterdam; Dubai, Sao Paulo, Singapore and Connecticut, USA.



Eric Lisman

Executive Vice President - Corporate Development, *Advanstar, Inc.*

Eric Lisman has served as Executive Vice President - Corporate Development for Advanstar since November 2001 and is responsible for development of the Company's product portfolio, including acquisitions, divestitures, joint ventures and other strategic alliances. Mr. Lisman joined Advanstar in September 1998 as General Counsel and managed the legal affairs of the Company through February 2005.

Prior to joining Advanstar, Mr. Lisman engaged in a private legal and investment banking practice representing a wide range of clients from independent entrepreneurs to multinational corporations. He also served for ten years as Corporate Counsel and General Counsel of Reed Publishing USA, the parent company of Reed Exhibition Companies and Reed Business Information. Prior to joining Reed, Mr. Lisman was engaged in a litigation and employment law practice with the Boston law firm of Nutter, McClennen & Fish. He

is a graduate of the University of Virginia and Harvard Law School.

During his over 20 year career in the media industry, Mr. Lisman has successfully analyzed, negotiated and completed more than 150 acquisitions and 50 divestitures of publishing, trade exhibition and other media properties and companies, both in the US and internationally. He has structured and consummated numerous equity investments, joint ventures and strategic alliances with an emphasis on leveraging traditional assets to create shareholder value.



Charles G. McCurdy

Chairman and CEO, *Apprise Media LLC* and *Canon Communications LLC*

Charles G. McCurdy is Chairman and CEO of Apprise Media LLC, which he founded in January 2004, and Chairman and CEO of its Canon Communications LLC unit. McCurdy has more than 25 years of experience in managing and investing in niche media, information and education companies. Under the Apprise umbrella, he has led the acquisition and development of three platform companies. Canon Communications is a leading B-to-B company is the leading producer of trade events, publications, and electronic media for the \$3 trillion advanced, technology-based manufacturing industry, including medical device, packaging, design engineering, process technology, automated assembly, electronics, quality control, and plastics processing.

The Beckett Media LP and Action Pursuit Group LLC units, which together form Apprise Enthusiast Media (divested in 2008), covered various special interest consumer niches through magazines, live events and digital media. As a co-founder, President and Director of PRIMEDIA Inc. (NYSE: PRM), he oversaw the acquisition, development and build-up of more than 20 platform niche media companies. McCurdy pioneered the practice of the

leveraged buildup in the niche media and information sector through the 1990s. He developed and helped implement the strategy of growing niche media businesses by surrounding their markets with print, live events and digital products. He successfully led the raising of more than \$9 billion in debt and equity financings. Prior to launching PRIMEDIA, McCurdy was the top finance and development executive at Macmillan Inc., the educational and professional book publisher and business-to-business information services provider. He started his publishing career as an editor.

McCurdy is Vice Chair of American Business Media. He is also on the Board of Directors of the Society of Independent Show Organizers. He received an MBA from Columbia and his BA from Yale, Magna Cum Laude.



Richard Mead

Managing Director,
The Jordan, Edmiston Group, Inc.

Richard Mead, a Managing Director with The Jordan, Edmiston Group, Inc. (JEGI), represents B2B media, exhibitions and conferences, and information companies in an M&A advisory capacity. He has overseen the successful completion of many JEGI signature transactions, including both M&A and financing assignments, playing an instrumental role in helping the firm become the leading investment bank in the marketplace.

Since 2000, JEGI has successfully completed more than 70 transactions with a total value in excess of \$2 billion, involving more than 1,000 events, for large domestic and international B2B and B2C media corporations; leading private equity firms; and entrepreneurially owned companies.

Recent notable transactions include: the sale of The Economist Group's CFO to Seguin Partners; the sale of Reed Business Information's Television Group to NewBay Media; the sale of dmg world

media's California Gift Show to Merchandise Mart Properties; the sale of Gartner's Vision Events to United Business Media (UBM); the sale of Fierce Markets to Questex; the sale of Think Service to UBM; the sale of 101 Communications to 1105 Media; the \$155 million acquisition of the remaining 51% of George Little Management by dmg world media; and many others.

Educated and trained as a Chartered Accountant in the UK, Mr. Mead offers clients a broad cross-section of experience as buyer, seller and advisor to public and private companies. He has participated in more than 300 transactions since moving to the US in 1983.

Previously, Mr. Mead served as Senior Vice President at Dow Jones/Teleres, a commercial real estate database business. His publishing and financial industry experience includes serving as President and CEO of Black's Guide, Vice President of Finance of Advanstar Communications and an international M&A partner at Ernst & Young in New York and KPMG in New York and London.



Denise Medved

President and CEO, *The Tiny Kitchen, Inc.*

Denise Medved is the President and CEO of The Tiny Kitchen, Inc. a diversified media company in the consumer cooking and entertaining industry established in July 2005.

She is the author of two cookbooks: *The Tiny Kitchen Cooking and Entertaining* and *The Bachelor's Tiny Kitchen*. She also has considerable and tested experience in the tradeshow and conference industry. With nearly 20 years experience she has held senior management positions at Reed Exhibition Companies, IDG World Expo and National Trade Productions, Inc.

In July 2005, Ms. Medved decided to marry her passion of cooking and entertaining, and her success with *The Tiny Kitchen* cookbooks with her tradeshow and conference business

experience. She sold her interest in a series of three homeland security tradeshows she launched between 2002 and 2004 and focused her energy on developing *The Metropolitan Cooking & Entertaining Show* which she launched in November 2006. She combines her valuable business experience, successful track record in tradeshow and conference development, entrepreneurial spirit, and her long-standing passion for cooking and entertaining.

Her excellent and long-standing track record in the tradeshow and conference industry speaks for itself. Most recently she co-founded and co-owned GOVSEC, The Government Security Conference and Expo in 2002, U.S. LAW, the U.S. Law Enforcement Conference and Expo in 2003 and READY, the Emergency Preparedness Conference and Expo in 2004. Significantly, GOVSEC was recognized by Tradeshow Week in 2002 as one of the most successful tradeshow launches in the prior five years, and in 2005 was named to the prestigious TSW "Fastest Fifty List" based on the show's dramatic growth from 2002 – 2004 under her leadership.

Ms. Medved holds a BBA in Finance from George Washington University. She is the author of *The Tiny Kitchen Cooking and Entertaining* and *The Bachelor's Tiny Kitchen*. She also serves on the Board of Directors of the Congressional Youth Leadership Council.



Thomas M. Mobley, Jr.

Senior Vice President, Convention Centers,
Global Spectrum

Global Spectrum is the fastest growing public assembly facility management company in the United States. Prior to joining Global Spectrum, Tom served as the General Manager and Chief Executive Officer of the Washington DC Convention Center. From 1992 through 2003, Tom was the General Manager of McCormick Place, in Chicago Illinois, the largest convention

center in the Western Hemisphere.

Prior to his assignment at McCormick Place team Tom served as the general manager for a variety of public assembly facilities in Denver, Colorado, Jacksonville, Florida, and Baltimore, Maryland. These include the Colorado Convention Center, the Baltimore Convention Center, the Jacksonville Convention Complex, McNichols Arena, Currihan Exhibition Hall, Red Rocks Amphitheater, and the Denver Performing Arts Complex.

Mobley has served as Chairman of the Board of the Convention Industry Council (CIC) as well as the Center for Exhibition Industry Research (CEIR). He currently serves as a Trustee of the Exhibition Industry Foundation (EIF). He is a former Member of the Board of Trustees of the Professional Convention Management Association Education Foundation (PCMAEF). Other affiliations include ASAE, ESCA, IAEE, PCMA, TSEA and EACA.

Mobley has been inducted into the CIC Hall of Leaders, and is also a member of the EACA Hall of Fame. He is a past recipient of the President's Award from TSEA.

Mobley received a BA from The Johns Hopkins University and did his graduate study in human development at the University of Maryland.



Tom Nastos

President, *ENK International*

Tom Nastos was appointed President of ENK International in May 2009. ENK Int'l founded by Elyse Kroll is the fashion industry premier tradeshow Organization. Mr. Nastos has been a Board Member of ENK Int'l a Forstmann Little Company since 2007.

Prior to joining ENK Mr. Nastos Founded and is serving as President/CEO of Endurance LLC a manufacturer and distributor of well known brands such as Rocawear, Ecko and Paper Denim and

Cloth. Mr. Nastos has over 30 years of Branded and Private Label Apparel and footwear manufacturing experience.

Mr. Nastos is an advisory board member of Cornell University College of Human Ecology. In addition also serves as a adjunct Professor at the Fashion Institute of Technology -School of Graduate Studies teaching Supply Chain Management.



Donald A. Pazour

Chief Executive Officer
Access Intelligence, LLC

Don is a 30-year veteran of the business publishing industry, having begun his career as an Assistant Editor on Miller Freeman's World Mining magazine in 1977. Having been born and raised in Mexico, Don combined his Metallurgical Engineering degree and industry experience with his Spanish language capability to cover the booming mining industry throughout Latin America.

At Miller Freeman for 23 years, Don became CEO of the company in 1997. His ascendance through the company included management of conferences, trade shows, magazines, and high value information businesses. Don launched and grew Miller Freeman's presence in the High Tech publishing sector, culminating with the acquisition of CMP Media in 1999. With the acquisition and integration of Blenheim USA's trade shows, Miller Freeman also became the largest trade show producer in the United States, under his leadership.

In 2000, when Miller Freeman's parent company, United Business Media, divested a large part of what was then Miller Freeman, Don joined forces with Veronis Suhler Stevenson, the leading U.S. media industry Private Equity firm, to serve as CEO of PBI Media. He steered PBI through the turbulent years following the Internet bubble burst, 9/11, and the deep business media recession. In 2004, PBI Media merged with another Veronis

Suhler Stevenson portfolio company, Chemical Week Associates, to form Access Intelligence LLC, for which Don currently serves as CEO.

Under Don's leadership, Access Intelligence has undergone rapid growth since 2004, through organic development of the business as well as the acquisitions of SRI Consulting, The Energy Daily Newsletter, and Harriman Chemsult. The company is a leading information provider in the aviation, defense, satellite, communications, chemical, and energy businesses, with offices throughout the United States, as well as in London, Zurich, Tokyo, and Beijing. The company has transformed itself into a fully integrated media and consulting business with a robust Internet component with more than half of its revenue deriving from information sales.

Don is a frequent speaker at events sponsored by American Business Media, Folio, and the Society of Independent Show Organizers' events. He is past Chairman of the Society of Independent Show Organizers.



Margaret Pederson

President, *Amirexx*

Margaret Pederson is President and CEO of Amirexx, a consulting firm that provides strategic and tactical services for exhibitions, conferences and events in four primary areas: creating corporate strategy, developing new businesses, repositioning troubled properties and maximizing profits through effective cost containment.

Pederson most recently was Penton Media's President of Exhibitions, which had events in the Municipal, Entertainment Technology, Marketing, Health and Fitness, Medical, Industrial, and Wireless/Mobile Radio markets. Pederson was responsible for the division's P&L, long-term strategic direction, growth and business development, including M&A, divestiture

of existing properties and the integration of new shows into existing businesses.

She formerly served as Senior Vice President for the Canadian and consumer divisions of Reed Exhibition Companies, a member of Reed Elsevier Plc group. In her 16-year career, she held senior operating positions in the manufacturing, food, building, media and technology groups and spearheaded business development, planning and research and won the coveted Reed Chairman's, President's and Pathfinder Awards.

Tradeshaw Week has recognized Pederson as one of "The 100 Most Influential People in the Tradeshaw Business" and one of the "25 Women to Know". She received the Person of Year Award in 2009.

Pederson served on the Board of Directors of SISO (Society of Independent Show Organizers) and as Chair in 2004-2005. She served as the Chair of IAEE (International Association of Exhibitions & Events) in 2009 and is the only person to serve as Chair of both organizations.

Pederson served on the IAEE Foundation's Board of Trustees, Strategic Planning Committee and Consumer Show Group. She is now Chair of the Nominating and the Governance Committees.

Pederson has chaired the Harvard Business School Club of Westchester and Fairfield Counties and serves on the Board of Xamax Industries.

Margaret has an MBA from the Harvard Graduate School of Business, has participated in the Honors Program in International Law and Business at the London School of Economics and received her undergraduate degree at the University of Virginia in their Honors Program.

Margaret lives in New Canaan, CT with her husband, Martin, and their King Charles spaniel, Monty. Her son Max is in the Bandier Program of Music and Entertainment Management at Syracuse University. She recently took up rowing.



Galen A. Poss

Partner, *G2 & Associates*

Galen A. Poss, CEM, was President of Hanley-Wood Exhibitions, a division of Hanley-Wood, LLC, from January 2000 until June 15, 2009. Poss spent six years with the Dallas Division of Miller Freeman, Inc. in Dallas, Texas. As Group President, he had overall responsibility for the real estate, design, decorated apparel, sewn products, building, association management and equine markets, as well as the company's South American division and corporate exhibition central services.

Poss began his career in the tradeshaw industry in 1977 in sales with the Greater New Orleans Tourist and Convention Commission.

In 1979 he joined the Automotive Service Association heading up the organizations convention department. In 1983 he formed Precision Planning & Sales (PPS), Inc., an exhibitions management company, providing exhibition and conference services for associations. PPS was acquired by Miller Freeman in 1993. He earned his CEM (Certified Exhibitions Manager) designation in 1987.

Poss is a former board member of the International Association of Exhibition Management (IAEM) and the Center for Exhibition Industry Research (CEIR). He is a Past Chairman of the Society of Independent Show Organizers (SISO), the IAEM Service Corporation, the IAEM Foundation and CEIR.

Poss was the 1999 recipient of IAEM's highest service award, the William Hunt Eisenman Career Achievement Award and Tradeshaw Week's 2006 Honoree.

Poss lives with his wife and two daughters in Southlake, Texas.



Carl Pugh

President, *Radius Events*

Carl Pugh has launched and acquired dozens of trade shows, published numerous articles in the trade press and speaks frequently at industry events. As president of Radius Events (www.radiusevents.com), he manages conferences and expositions and consults on trade show acquisitions for some of the industry's most prominent organizations. At the peak of the Internet boom, Carl's team attracted a combined attendance of more than 125,000 technology professionals annually and floored a collective 750,000 net square feet in exhibits. In the past 20 years Pugh has been division president at Conference Management Corporation (CMC), Cowles Event Management, Mecklermedia and Penton Media. He is founder of Photo District News, the nation's leading trade journal for professional photographers and PHOTO EXPO, the largest event of its kind in the world. He recently served as Chairman of the Society of Independent Show Organizers (SISO) and has been on their board of directors for the past ten years.



Arnie Roberts

President, *SMART-reg International, Inc.*

Arnie Roberts has more than 27 years experience in the trade show, conference and meeting registration industry. His knowledge of registration processes, WEB based solutions along with innovative state-of-the-art technologies has been integral in finding varied solutions that meet client needs. His ingenious, It's All in the Badge™ RFID based technology makes him a leader in the field of

registration and lead capture. His most recent achievement includes the award winning Tap-N-Go, and the new SMART-ALEC device used to provide corporate counterespionage measures at meetings.

Arnie's Degree in Systems Engineering and experience with managing the corporate data center for the American Broadcasting Company (abc) has given him the ability to provide unique solutions to challenges.

He is currently on Trade Show Executive Magazine's Who's Who list, and one of the Experts for EXPO Magazine's "Expert Q&A", dealing with Registration and Lead Capture.



Mike Rusbridge

Chairman and CEO, *Reed Exhibitions*

Mike Rusbridge is Chairman and CEO of Reed Exhibitions, the world's largest exhibition organizer and a division of the Reed Elsevier group plc, a world-leading publisher and information provider. Mike has over 30 years experience in the exhibition industry, both at the sharp end, launching and running successful events, and in a strategic role, building the world's most global exhibition network. He joined the industry in 1979 becoming Managing Director of Cahners Exhibitions Ltd (part of Reed Elsevier) in 1982, Chief Executive for Reed Exhibitions Europe in 1988, President for Reed Exhibitions Europe and Asia in 1994, and Chairman of Reed Exhibitions worldwide in 1996.

During his career at Reed Exhibitions he has developed Reed's global network into one of unrivalled brand strength, industry knowledge and organizational expertise. In doing so, he has negotiated a series of successful partnerships and acquisitions with venues, organizers, trade associations and government bodies.

Today, the company organizes some 470 events in 37 countries and employs over 2700 event specialists in 38 fully staffed offices worldwide.



Don Schmid

Manager, Meeting & Conventions,
Hospira Corporation

Don Schmid is currently the Manager, Meeting & Conventions for Hospira Corporation, a specialty pharmaceutical and medication delivery company. In this position, he will be responsible for development, planning, and execution of Hospira's convention strategy.

Don has a wealth of brand and event experience and was the cover story to the debut issue of Event Marketing magazine. For the last three years, Don was the Director of Global Events for GE Healthcare where he managed the strategy of over 500 annual medical tradeshow and events globally. Prior to GE, he spent 20+ years with the DaimlerChrysler Corporation as Director of Global Event Marketing where he managed experiential automotive events. Don also has experience in the not-for-profit segment as the Executive Director of Hot August Nights classic car and rock music festival in Reno, Nevada and President of The Parade Company in Detroit. Don is a recognized industry leader and regularly presents on the subject of Event Marketing. He holds an MBA in Marketing, a BA in Economics and Management, and is a Professional Certified Marketer.



Kerry Smith

President and CEO, *Red 7 Media*

Kerry Smith is President and CEO of Red 7 Media, a diversified media company headquartered in Norwalk, CT, that produces magazines, newsletters, conferences and trade shows in the event and publishing industries.

Kerry started the company in 2002 with a vision to create and launch magazines and conferences in niche business categories. Red 7 Media was named the fastest-growing private-held publishing company in the U.S. by Inc. Magazine in 2007 and 2008.

Prior to founding Red 7 Media, Kerry was Group Publisher at Primedia, Inc., where he was responsible for editorial, business management and brand development for a group of 8 business magazines, including American Demographics, Corporate Meetings & Incentives, and PROMO Magazine, which he founded in 1987.

Red 7 Media publishes Event Marketer, EXPO, Event Design, and Best Events in the event industry; and FOLIO, Audience Development magazines in the publishing industry. The company also produces annual trade shows and conferences, including The Event Marketing Summit, The Event Design Forum, The FOLIO Show, The FOLIO Publishing Summit, The Audience Development Show, and Best Events Expos in New York, Chicago, Boston and Los Angeles.

Red 7 Media also manages the Exhibit Designers & Producers Association, the Event Marketing Institute, and the FOLIO Media Management Institute, as well as social networking websites eventpeeps.com and foliomediapro.com, through its Membership Development Group.

Kerry has launched 5 magazines and 5 conferences/shows over the past 20 years. He has appeared on Good Morning America, National Public Radio and the Money Radio Network to discuss marketing and promotion trends, and has been quoted in The Wall Street Journal, Investors Business Daily and numerous other business and news publications.

Kerry is a graduate of the S.I. Newhouse School of Public Communications at Syracuse University. He resides in New Canaan, CT, with his wife and 2 children. When not putting out fires at the office, Kerry is a Captain in the New Canaan Fire Department, and a Certified Fire Service Instructor for the State of Connecticut.



Alan Steel

President, *dmg world media*

Alan Steel is President of GLM a wholly owned subsidiary of *dmg world media*. Alan oversees all corporate strategic planning and direction for the New York International Gift Fair®, National Stationery Show®, International Contemporary Furniture Fair®, The Gourmet Housewares Show®, SURTEX®, Surf Expo, Original Miami Beach Antique Show, Las Vegas Antique Jewelry & Watch Show, New York Antique Jewelry & Watch Show and the Miami Beach Antique Jewelry & Watch Show. He was named executive vice president, in 2008.

Prior to this, Alan served as executive vice president, GLM, with responsibility for all marketing efforts, new business and e-commerce development. In this capacity, he directed the creation, growth and diversification for GLM-managed events including: Accent on Design®, SURTEX®; International Contemporary Furniture Fair; New York Home Textiles Show®; EX-TRACTS®: Essentials for personal care and wellness, and SOURCES® – the first US based tradeshow bringing non-US exporters together with US-based importers, distributors, product developers of gift and home furnishings and products.

Alan was instrumental in forging GLM's industry partnerships with Western Exhibitors in 1993, Dallas Market Center (DMC) in 1997, *dmg world media* in 2000, Urban Expositions in 2001, Reed Exhibitions in 2004 and Marketplace Expositions LLC in 2005. These partnerships resulted in GLM's involvement in some 25 events related to the gift, home, gourmet housewares, furnishings, New Age, art and framing industries, and expanded GLM's geographic market coverage exponentially in the U.S. and Canada.

Alan is active in developing international markets for GLM. He has coordinated GLM's sponsorship of North American exhibitors in Europe and the Far East. He was also responsible for the company's management of The South African Trade Exhibition, an exhibition for South African

companies seeking to develop partnerships in the United States.

Alan joined GLM in 1982, bringing more than 15 years of experience with the British government in a number of trade related positions: including Executive Officer at the Fairs and Promotions Branch of the Department of Trade and Industry in London, Vice Consul at the British Consulate in Chicago, and later Vice Consul (Commercial) at the British Trade Development Office in New York City.

Alan is a past member of the Board of Directors of the Westchester Convention and Visitors Bureau, and a current member of the International Association of Exhibitions and Events (IAEE). Alan has been named to Home Furnishings News', "Power 100" annual list of executives in the home furnishings industry, consistently since 2004.

Alan currently resides in Greenwich, Connecticut, with his wife, Cathy. He has four children, Vicky, Alex, Thomas and William.



Kathleen Y. Thomas

Managing Director,
Berkery, Noyes & Co., LLC

Kathleen Thomas joined Berkery, Noyes & Co., LLC in 2003 from Veronis Suhler Stevenson, where she served for nine years specializing in mergers and acquisitions advisory in the business-to-business media & information and marketing services segments, with expertise in publishing, tradeshows, conferences, marketing services and the outsourced services that support these businesses. She has been instrumental in the successful completion of over 60 transactions, including the acquisition of Randall-Reilly by Investcorp, the sale of WSA Global Holdings to ENK/Forstmann Little, BNP Media's acquisition of Stagnito, the sales of The Performance Institute to Thompson Publishing, Restore Media's Old House Journal and New Old House magazines to Active Interest Media, GovSec events and Fawcette Technical Publications & Conferences to 1105 Media, Forstmann Little's investment in

ENK International, McGraw-Hill's Healthcare Information Group, Boucher Communications to Wolters Kluwer Health, National Roofing Contractors annual tradeshow, MedQuest Communications, Expoexchange tradeshow services, Asset Alternatives publications & conferences, Mealey's Publications & Conferences, among many others. In addition to her sell-side representation, Kathleen has very deep buy-side experience, advising Hanley-Wood in the acquisitions of Surfaces, NSPI, and Remodelers tradeshows, Journal of Light Construction, Pool & Spa, Aquatics, Multifamily Executive and Public Works magazines, among many other buy-side assignments. She holds a BA in Architecture from the University of North Carolina, Charlotte and an MBA from Baruch College.



Greg Topalian

Senior Vice President, *Reed Exhibitions*

Greg Topalian is responsible for the singularly fastest growing part of Reed Exhibitions' business, Pop Culture. In just four years, the business has grown 10 times from its origins with NY Comic Con in 2006.

In 2010, Reed will produce Comic Cons in New York and Chicago; conduct PAX (electronic gaming) events in Seattle and Boston and will launch several UFC® (Ultimate Fighting Championship) events and present the Star Wars Celebration V in August. Topalian's focus is growing these events in N. America while expanding the Pop Culture/passion sector to Asia, South America and Europe.

During the course of his tenure at Reed, Topalian has created successful strategic initiatives in concert with various industry partners, affirming Reed as the worldwide authority in launching and managing market-leading business-to-business and business-to-consumer events.

Topalian's ability to initiate, build and nurture business partnerships have resulted in his ability to draw unique insights from the industries that his portfolios serve while plucking great employee talent for Reed. Topalian is also

credited with great leadership skills that enable him to lead a team with unrivaled commitment, passion and performance.

Mr. Topalian received his B.A. from Fairfield University and currently resides in Wilton, Connecticut with his wife and three children.

Reed Exhibitions is the world's leading events organizer, with over 440 events in 36 countries. In 2009 Reed brought together over six million active event participants from around the world generating billions of dollars in business. Today Reed events are held throughout the Americas, Europe, the Middle East and Asia Pacific, and organized by 35 fully staffed offices.



Rod Trujillo

Chief Executive Officer,
International Rubber Products, Inc.

Mr. Trujillo is the Chief Executive Officer and one of the founding principals of International Rubber Products, Inc. ("IRP"). For over 20 years, Mr. Trujillo has been in the manufacturing sector. Over the years, he has been responsible for the successful integration of six company acquisitions: Wagner Rubber Company, Vortex Roller, Mikron Rubber Products Corp., Viking Rubber Products, Inc., JEVCO International, Inc. and ABBA ROLLER, LLC, as well as implementing a state-of-the-art offshore manufacturing facility located in Chengdu, China. Since IRP's formation in 2004, IRP has been listed twice on the Inc. 5,000 list as one of the fastest growing private companies in the United States and was listed by the Los Angeles Journal as one of the top 100 fastest growing private companies located in Los Angeles, California.

Prior to forming IRP, Mr. Trujillo was the Chief Operating Officer and Board Member of a leading precision rubber roller company located in Ontario, California. During his seven year tenure, Mr. Trujillo was responsible for overseeing sales and marketing as well as streamlining operations and production. Mr. Trujillo was responsible for growing the company six hundred percent from approximately \$1 million to approximately \$7 million in sales over a period of seven

years.

Today, Mr. Trujillo's company consists of five separate manufacturing plants located in China, Washington and Southern California focused on liquid injection molding and high precision machining for the medical and aerospace sectors.



Tony Uphoff

Chief Executive Officer, *UBM TechWeb*

Tony Uphoff is CEO of UBM TechWeb. UBM TechWeb is one of the United Business Media companies. He is an innovative media executive with a unique track record of building, growing and leading B2B media businesses in highly competitive markets.

Uphoff has the distinction of having been a leader of three of the top five B2B brands in history all at the peak of their reach, revenues and profits; InformationWeek, The Hollywood Reporter and PC Week. He served in several key management positions at Ziff-Davis Media during the build out of the company in the late 80's and early 90's. He then joined CMP Media as publisher of InformationWeek leading the brand to the # 1 position in the market and ultimately into one of the largest brands in B2B. Tony also served as divisional VP and President during CMP's dramatic growth in the mid 1990's from a \$200 Million privately owned company, to a \$600 Million, publicly traded, global leader in technology media. He was the founding CEO of the internet media company Beliefnet, which was sold to News Corp in November of 2007, and has been at the forefront of online and integrated media for the last 15 years.

Named one of the top 100 business media executives by B2B Magazine's "Who's Who in Business Media" in 2006, 2007, 2008 and 2009 Uphoff was named Top Media Innovator in 2009. Tony is a regular speaker and panelist on media and technology at industry and association conferences and events, including: The Folio Media Conferences, The Milken Global Conference, The LA RoadShow, The Association of Media and Entertainment Attorneys, Price Waterhouse Coopers "Outlook

Conference", Media Post "Outlook 2008", "Inverge", the American Business Media Conferences and SISO Conferences.

He has also been a guest lecturer on "Leading Internet Businesses", "Managing High Growth Environments", "Technology and Financing in Film" and "Digital Transformation" at Columbia, Emory, NYU and USC's Annenberg Business Schools. His blog on media and technology is www.uphoffonmedia.com.

Tony and his wife and daughter live in California where in his spare time he is an avid music buff, formula one fan, guitar player and surfer. He is also a very slow but dedicated runner.

UBM TechWeb

UBM TechWeb, the global leader in technology media and professional information, enables people and organizations to harness the transformative power of technology. Through its core businesses – media solutions, marketing services and professional information – UBM TechWeb produces the most respected and consumed brands, applications and services in the technology market. More than 14.5 million business and technology professionals: CIOs, IT and IT Support managers, Web & Digital professionals, Software and Game developers, Government decision makers, and Telecom providers, actively participate in UBM TechWeb's communities. UBM TechWeb brands includes: global face-to-face events such as Interop, Game Developers Conference (GDC), Web 2.0, Black Hat and VoiceCon; large-scale online networks such as InformationWeek, Light Reading and Gamasutra; research, training, and certification services, including HDI, Pyramid Research, and InformationWeek Analytics; and market-leading magazines such as InformationWeek and Wall Street & Technology. UBM TechWeb is part of UBM, a global provider of media and information services for professional B2B communities and markets



Neal Vitale

President and CEO
1105 Media, Inc.

Neal Vitale founded 1105 Media, Inc., in conjunction with Nautic Partners and Alta Communications, in April 2006. He is a veteran of the media and marketing industries, with over thirty years experience as an executive, consultant, and journalist. Vitale's career includes the acquisition and subsequent public offering and sale of Petersen Publishing, along with senior management roles at Reed Elsevier and Aspen Marketing Group. He is a director at American Business Media (ABM) and the Society of Independent Show Organizers (SISO), and also serves on the boards of several private companies and not-for-profit organizations. Vitale is a Phi Beta Kappa graduate of the Massachusetts Institute of Technology, and received an MBA from the Harvard Business School.



Jochen Witt

President and CEO, *JWC*

Jochen Witt was born in 1952. After completing his law studies, he worked as a lawyer in Hamburg until 1986. From 1986 to 1993 he has worked for BASF AG in various positions. In 1993 Jochen Witt was appointed President of the Potash Company of Canada in Toronto and in 1998 he became a member of the Executive Board of Wingas GmbH in Kassel, Germany.

From October 1998 until April 2007 Jochen Witt held the position of President and Chief Executive Officer of Koelnmesse GmbH. During that time he focused on the international expansion of Koelnmesse's portfolio and the modernisation of the exhibition grounds in Cologne.

Jochen Witt was Chairman of the European Chapter of UFI from 1999 to 2005. From

October 2006 to October 2007 he was President of UFI.

Since 1 September 2007 he is the owner of jwc, a management consulting firm. jwc provides consulting services in the areas of trade fair strategy, pricing of trade fair services, business development (including Mergers and Acquisitions), planning and construction of trade fair grounds/facilities, and business

intelligence. jwc's clients are trade fair organizers, venue owners, private equity companies, service providers and Governments in Europe, Asia and the Middle East.

Jochen Witt is married and has three children.



Paul Woodward

Founder and Chairman, *Business Strategies Group Limited* and incoming
Managing Director, *UFI*

Paul Woodward is the founder and Chairman of Business Strategies Group Limited (www.bsgasia.com), a business intelligence and strategy consulting firm which specialises in business media, information and events in Asia. As well as consulting to the private sector, Paul manages the Asia/Pacific office of UFI, the Global Association of the Exhibition Industry (www.ufi.org).

Paul has been based in Hong Kong and involved in the development of business media in the Asia Pacific region since 1985. He has conducted over 500 business intelligence and strategy consulting projects since 1990, of which many have been focused on business media, and related topics.

Prior to founding BSG in 2000, he was Managing Director of Asian Strategies Ltd., the research and strategy consulting division of Miller Freeman Asia and a Director of Miller Freeman Asia, now CMP Asia. There he was responsible for regional strategy development, corporate communications and businesses around the Asia-Pacific region.

Paul has recently been named as the future Managing Director of UFI, due to take over that position in July 2010 following Vincent Gérard's retirement.