

SISO CEO SUMMIT

Sunday, April 10 - Wednesday, April 13, 2011
Hyatt Regency Coconut Point Resort and Spa, Bonita Springs, FL

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**Hyatt Regency
Coconut Point
Resort and Spa
Bonita Springs, FL**



SISO

Dear SISO members, CEO Summit sponsors, and honored guests,

Howdy, and welcome to SISO's annual gathering of the leading executives from the for profit event industry. What a difference a year makes as the face to face event business moves out of the recession and jumps full force into tackling the challenges of new opportunities, new media and the "New Normal"! Get ready for top notch networking, killer content and a great atmosphere for taking your business to the next level.

Kudos to our team that planted the new ideas, worked the field to find topical experts and brought the event for you to harvest more revenue and stronger profits. The SISO CEO summit team was a truly global coalition comprised of veterans and new faces including; David Audrain, Britton Jones, Denise Medved, Margaret Peterson, Galen Poss, Kerry Smith, Neal Vitale, Paul Woodward and Lew Shomer.

This year's Summit focuses on helping SISO members harness new media content, utilize the newest technologies and create new revenue streams. We will learn how marketing strategists plan to integrate face to face with digital and how to capitalize on those trends; how to implement the opportunities of brand globalization and how to maximize the new technologies that are transforming our business.

We could not hold a CEO Summit without the kind assistance from our sponsors. Please join me in thanking them over the next few days. I encourage you to learn from our sponsors about their newest offerings and how they can provide solutions for your event business. SISO meetings are well known for their open and sharing atmosphere, and its members for working towards the common good of our industry. This meeting is your time to discover the newest opportunities, capture the best ideas, and best of all connect with old and new friends.

It is truly an exciting time to be in the event and media business, Now Let's Grow Forward!



Sean Guerre
Chairman



Lew Shomer
Executive Director



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**Growing
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Britton Jones

Denise Medved

Margaret Pederson

Galen Poss

Kerry Smith

Paul Woodward

Neal Vitale

**Growing
Forward**



SESSIONS



Sunday, April 10, 2011

5:30 pm – 6:30 pm

The Chairman and the Board of Directors Sponsor Appreciation, New Member, Mentor and Mentee Reception

Driftwood Room

Hosted by



6:30 pm – 7:30 pm

Opening Night Reception

Estero Prefunction

Sponsored by



7:30 pm – 9:00 pm

Opening Night Dinner

Estero Terrace

Hosted by



Monday, April 11, 2011

All sessions will be held in the Estero Ballroom

7:00 am – 8:00 am

Breakfast

Estero Terrace

Sponsored by



8:15 am – 9:00 am

Introductions

9:00 am – 9:15 am

Roger Dow, President and CEO of the US Travel Association to address the SISO Summit attendees through a live link up with Roger at his Washington D.C. offices

Roger will bring us up to date with what has transpired with Congress, the new Travel Promotion Act and other issues such as visa application appointments in China. Roger's dynamic presentation last year was one of the group's favorites and you won't want to miss catching up on what the USTA is doing for SISO members now.

9:15 am – 10:30 am

"Do you really care where the money comes from?"

Success in our industry is not just measured in square feet or total revenues per year unless it means you have accomplished growth. However, the recent recession has changed the way we look at growth, and it is no longer just adding more exhibitors, bigger booths or increasing booth fees. This session will bring back the focus on how to grow your business in non-traditional ways and how to develop out-of-the-box sources of revenue. Managing costs is a consistent mandate, but for long-term growth and an increased bottom line we must have a plan to increase revenues. Our group of panelists, representing a cross section of the industry, will discuss how they have brought in new forms of revenue, increased customer satisfaction and have taken home more of the customer's "total spend." This session will set the pace for you to "grow forward" and increase the equity in your company.

Moderator: David Audrain, President and CEO, *Messe Frankfurt North America*

Panelists: Bob Priest-Heck, President and CEO, *Wheelhouse Solutions*

Peter MacGillivray, Vice President of Communications and Events, *SEMA (Specialty Equipment Market Association)*

Denzil Rankine, Chief Executive, *AMR International*

9:15 am – 2:30 pm

Guest Tour (see page 8)

Meet at main hotel entrance at 9:15 am for prompt departure at 9:30 am.

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10:30 am – 11:00 am

Networking Break

Estero Prefunction

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11:00 am – 12:15 pm

"Show me the money!"

With all the new technology needed to grow revenues and stay competitive within the new business models, businesses need to think about how to finance their growth. So then, how do you get investment into your business without giving up the store? And do you really want it? Get an update on innovation in traditional funding. Discover some of the other forms of financing and funding that don't come from traditional sources. Understand the differences of funding small versus large companies. These and many other questions that everyone needs to ask will be answered as our panel reveals how they have gone outside tradition and found other funding not normally associated with our industry. With the convergence of physical and virtual communities, you will be surprised in two companies that are making investments in events. This session



SESSIONS



will knock your socks off as you look to funding your own growth. It's nontraditional and it's brand new, so you won't want to miss this opportunity of searching around with an open eye toward finding your next infusion from a very different source.

Moderator: David Audrain, President and CEO, *Messe Frankfurt North America*

Panelists: Kathleen Thomas, Managing Director, *Berkery Noyes*

Michael Sanchez, Executive Chairman, *OurBond*

Keith Rudy, CFO, *ExtremeTix, Inc.*

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


Moderator: Richard Mead, Managing Director, *Jordan, Edmiston Group, Inc.*

Panelists: Fred Favata, Founder, *Expocon* and a Founding Member of *SISO*

Kerry Gumas, President and CEO, *Questex Media Group, LLC*

David Korse, President and CEO, *5Net4 Productions*


Charles McCurdy, CEO, *Apprise Media, LLC*

 **12:15 pm – 12:30 pm**
Technology

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Presented by: Eric Shadd, Executive VP,
Business Development, *Mingle360*

 **12:30 pm – 1:30 pm**
Lunch and Annual Meeting
Estero Terrace

Sponsored by

F R E E M A N

 **1:30 pm – 1:45 pm**
The CEIR 2010 Index

Presented by: Doug Ducate, President, *CEIR*

 **1:45 pm – 3:00 pm**
**Inheritor of the past; Owner of the present,
and Trustee for the Future:**


The Role of the Entrepreneurial Event Company

Trade shows are brands in their own right and should provide long-term sustained prosperity for their owners. Treat them with TLC and they will grow and prosper, but neglect them and they'll wither and pass away. This session will follow the lifespan of "Brands" that have emerged from entrepreneurial sweat equity to long-term assets that have been re-employed to maximize efficiencies and shareholder profits. Follow some fascinating journeys of individual shows and portfolio busters as our panel of operators, buyers and sellers give you case by case studies of how these shows and portfolios changed in response to their evolving customer needs. It's a journey we have all been on and JEGI's Richard Mead leads the discussion of our owner's experiences as inheritors of the past, custodians of the present and trustees of the future in relation to shows they have acquired, protected or transferred and how they prepared their ownership to be passed on to the next beneficiary.

 **3:00 pm – 3:30 pm**
Networking Break
Estero Terrace

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 **3:30 pm – 4:45 pm**
Business of the Future is different than Business of the Past

Over the past 10 years the tradeshow industry has seen an explosion in online technologies and capabilities but who (if anyone) has successfully made consistent income from their online products? In this session, industry leaders will present case studies with real word numbers and examples of how they transitioned technology from a black hole of dollars and staff time into a profitable venture. Eric Shanfelt, President and Founder, eMedia Strategist, and Shawn Pierce, President, Registration and Housing, Experient, each have created and implemented profitable online strategies for Penton, Virgo, Business Journals and Hanley Wood. During this session the panel will discuss the steps that were taken to transform the organizations that they worked with to successfully leverage online communities. Case studies will be presented for each successful (and unsuccessful) online business venture. Attendees of this session will see case studies for online exhibitor monetization, online marketing, social media profitability and lead generation strategies.

Moderator: Kerry Smith, President and CEO, *Red 7 Media, LLC, an Access Intelligence Co.*

Panelists: Shawn Pierce, President, Registration and Housing, *Experient*

Eric Shanfelt, President and Founder, *eMedia Strategist, Inc.*

 **6:30 pm – 9:00 pm**
Reception/Dinner
Royal Palm Courtyard

Sponsored by



 **9:15 pm – 10:30 pm**
Afterglow
Banyan Courtyard

Sponsored by





SESSIONS



Tuesday, April 12, 2011

All sessions will be held in the Estero Ballroom

 **7:15 am – 8:15 am**
Invitational Breakfast
Driftwood Room



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 **7:15 am – 8:15 am**
Breakfast
Estero Terrace



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 **8:15 am – 8:30 am**
Technology
Presented by: Tim Williams, Founder, *Lumacoustics*



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 **8:30 am – 9:30 am**
Taking on The World – Strategies for Global Expansion

Markets in Asia, the Middle East and Latin America are growing faster than those in the West as our more traditional economies continue to struggle. Trade shows mirror the industries they represent and are an indication of the business activity within those industries. "Taking on the World" is a global view of the exhibition industry and will uncover what's hot and what's not... and where in the world the exciting new opportunities lie.

In this global session, developed together with UFI, two leading international show organizers will share with us their insights into very different approaches to creating a business model and expanding their businesses worldwide.

Eric Everard, the current UFI President, runs two very different businesses from his base in Brussels: Artexis is Belgium's largest trade show organizer and also manages three venues. Eric's creative business model, easyFairs, is a bold new concept drawing from the budget airline world and other business models to provide a ground-breaking template for innovative trade show production and international business expansion.

Moderator: Paul Woodward, Managing Director, UFI


Panelists: Eric Everard, Executive Chairman and Founder, *easyFairs* and current President, UFI


Gary Marshall, CEO Asia, *Tarsus plc*

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SINGAPORE EXHIBITION & CONVENTION BUREAU

 **9:30 am – 9:50 am**
Networking Break
Estero Prefunction

 **9:50 am – 11:00 am**

The Relevance of Face-to-Face Events in the Digital Age

How do top executives and marketing experts see live events fitting into the marketing mix as the world moves increasingly towards online and to mobile devices? At the SISO CEO Summit "Growing Forward, Creating the New Normal," SISO brings together the industry's leading marketing strategists to summarize the current environment and reveal their plans for the future. Join Gary Shapiro, CEO of the Consumer Electronics Association and Wenda Harris Millard, President of MediaLink as they discuss the role tradeshows, virtual events, conferences, and custom events play in today's environment, and how best to use available digital tools to maximize event performance, and build ongoing communities of involvement.

Moderator: Margaret Pederson, President, *Amirexx LLC*

Panelists: Wenda Harris Millard, President and COO, *MediaLink LLC*

Gary Shapiro, President and CEO, *Consumer Electronics Association*

 **11:00 am – 12:15 pm**

Maximizing the Holy Grail of New-Revenue Streams – Marketing Services

The same old thing may not work in the NEW business model, and out-of-the-box thinking will be the norm, not the exception. Discover what innovative market leaders are doing to employ the latest technologies in delivering low cost, high profit marketing services to help exhibitors and sponsors reach their target goals... and watch your shows blossom! This fast-paced session will explore never before used marketing models that are successfully adding revenue streams to show owners and integrated media firms. Our expert panel of organizers and specialists will identify the newest marketing strategies and ideas that are driving these new revenue streams and show you how they maximize profitability based on the evolution of our customer's needs. Whether it's pre-show, at show, or post-show you will leave this session analyzing your current and future profit potential with brand new ideas about lead generation, research, visitor surveys, marketing services and the administration of social media channels, as these new strategies will drive the future of the event business.

Moderator: Tony Uphoff, CEO, *UBM TechWeb*

Panelists: Scott Vaughan, CMO, *UBM TechWeb*

Ted Bahr, CEO, *BZ Media*

Chuck Richard, VP and Lead Analyst, *OutSell, Inc.*

Kerry Smith, President and CEO, *Red 7 Media, LLC*, *an Access Intelligence Co.*



SESSIONS



 **12:15 pm – 5:30 pm**

Golf Tournament

Raptor Bay Golf Club

Trolley departs at 12:15 pm and 12:30 pm from the main entrance of the hotel.

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Dolphin Experience, and more for CEO Summit Guests!

Wildlife & local attractions abound!

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 **12:15 pm – 1:15 pm**

Lunch

Estero Terrace

Platinum Supporter



9:15 am – 2:30 pm

Meet at the main hotel entrance for a 9:30 am departure

On Monday, April 11th, guests at this year's CEO Summit at the Hyatt Regency Coconut Point, Bonita Springs, FL will find much to talk about as they take an excursion to swim with dolphins and manatees and cruise through the native mangrove trails and open waters of Florida's south west coast, experiencing all that this protected estuary has to offer. Sponsored by The Lee County Visitor & Convention Bureau, guests will take a one hour, forty-five minute tour, followed by lunch at Bonita Springs landmark restaurant, Doc's Beach House. Located just steps from the Gulf of Mexico, Doc's offers a beachside dining experience and friendly atmosphere.

Our guests will experience the best spots in the area where they will encounter many local attractions, such as the spotted eagle ray, sea turtles, and local species of fish. Estero Bay is also the indigenous grounds for native birds such as pelicans, osprey, bald eagles, rosetta spoonbills, egrets and Mound Key Archeological State Park, the home of the Calusa Indians, all while taking a relaxing ride on a waverunner! It's a day they won't soon forget.

Guests should dress appropriately for water sports. Wear swimwear or shorts and a shirt, you may get wet! Don't forget sunglasses and sunscreen! Since Doc's restaurant is on the beach, attire is very casual. After the tour and before lunch, there is limited space for freshening up.

You will return to the Hyatt Regency Coconut Point around 2:30 pm which will give you plenty of time to relax, have a cuppa, and get ready for the evening's festivities.

 **12:15 pm – 4:30 pm**

Tennis

Raptor Bay Golf Club

Trolley departs at 12:15 pm and 12:30 pm from the main entrance of the hotel.

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 **1:30 pm – 4:30 pm**

Croquet and Bocce Ball

Royal Palm Courtyard

Meet at the Estero Terrace

Sponsored by



 **6:00 pm – 7:00 pm**

Awards Reception

Banyan Courtyard

Hosted by



 **7:00 pm – 9:00 pm**

Closing Night Dinner

Waterfall Pool Deck

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Hosted by

