

SESSIONS

SUNDAY, APRIL 11, 2010

5:30 pm – 6:30 pm

Sponsor Appreciation, Mentor and Mentee Reception

Live Oak Room

Hosted by:



6:30 pm – 7:30 pm

Opening Reception • Barton Creek Room Foyer

Sponsored by:



7:30 pm – 9:30 pm

Dinner • Barton Creek Room

Hosted by:



MONDAY, APRIL 12, 2010

All of the conference sessions will be held in the **Darrell Royal Ballroom**

7:00 am - 8:00 am

Breakfast

Sponsored by:



8:15 am - 8:45 am

Introductions

8:50 am – 9:20 am

Those Were The Days...

Jason Chudnofsky, one of the original SISO founders, whose experience includes positions as President, The Interface Group (Producers of COMDEX) and CEO of Seybold, Networld+Interop, Java One and Pulvermedia's VON Exposition, will open the CEO Summit with his views of the past and the current state of the Industry. His experience of running COMDEX, the largest trade show in the US, along with his current experience as Chairman, Advisory Boards of World Publications Group and the CrossTech Group an education and event technology platform solutions provider, will bring us full circle with what was then and what is now.

Jason's unique perspective from the top covers the full spectrum of SISO 's existence over the past twenty years. His ability to understand the different dynamics with his unique ability to inform and entertain us with his many stories of the logical and sublime, will ignite the CEO Summit as we take on the new challenges facing the industry today.

Speaker: Jason Chudnofsky, Chairman, Advisory Boards of *World Publications Group and CrossTech Group*

9:30 am - 3:00 pm

Guest Tour • Austin and Hill Country (see page 6)

Meet in hotel lobby at 9:15 am
Transportation provided

Sponsored by:



9:25 am – 10:30 am

You Ain't Seen Nothin' Yet...

This session brings together today's top show producers who will interpret the economic downturn as it relates to their platforms and discuss their strategies to move forward. This high-octane panel is poised to make the best of the opportunities that await them. They will look at the complete circle of the exhibition Industry and reveal the changes they expect to see in how the attitudes and experiences of venues, service contractors, exhibitors and attendees will affect the way we do business. First, they will share strategies, insights and tactics that will break down the individual components. They will then put them back together, completing a circle that justifies the value of face-to-face and will continue to provide ROI for our exhibitors, attendees, vendors and partners. And, as Jimmy Durante said, "You ain't seen nothin' yet!"

Moderator: Don Pazour, President and CEO, *Access Intelligence*

Panelists: Greg Farrar, President, *Nielsen Business Media*

Tom Nastos, President, *ENK International*

Mike Rusbridge, Chairman and CEO, *Reed Exhibitions*

Alan Steel, President, *GLM, LLC*

10:30 am – 10:50 am

Networking Break • Wildflower Atrium
Yummy, Yummy, Yummy...

Sponsored by:



10:55 am – 11:15 am

TRAVEL PROMOTION ACT: WHERE DO WE GO FROM HERE AND WHAT DOES THIS MEAN FOR OUR INDUSTRY?

Hear from U.S. Travel Association's President & CEO, Roger J. Dow, about what impact the recent enactment the Travel Promotion Act will have and mean for the travel industry and the exhibition industry. You will receive the latest legislative updates and insights on what is happening inside the Beltway, as well as policy discussions and decisions that will impact the travel and exhibition industries and the nation.

Roger Dow, President and CEO, *U.S. Travel Association, Washington, DC*

11:15 am – 11:20 am • Technology Presentation
Follow Me by Core-apps, LLC, Jay Tokosch, CEO



11:20 am – 11:25 am • Technology Presentation
ChirpE by a2z Inc., Rajiv Jain, President



11:30 am - 12:00 pm

Bridge Over Troubled Waters...

It's always nice to know what's happening outside your own sphere, and determine if you are the only one swimming upstream. Is your company ready for the recovery, or are you still treading water? Have you established the financial and other resources to sustain your business, rebuild your business or grow your business with the multiple opportunities that will present themselves? This session, complete with the data and tools you need to make informed decisions about the future, could be the life preserver you are waiting for. We'll combine the latest CEIR research findings and registration trends with expert analysis and forecasting, and you'll walk away with a new attitude and the resources to effectively start your 2010 strategic planning.

Moderator: Margaret Pederson, President, *Amirexx, LLC*
Panelists: Skip Cox, President and CEO, *Exhibit Surveys, Inc.*
Doug Ducate, President and CEO, *CEIR*
Richard Mead, Managing Director, *The Jordan, Edmiston Group, Inc.*
Arnie Roberts, President and CEO, *SMART-reg International, Inc.*

12:10 pm – 12:15 pm • Technology Presentation
Zerista by Zerista, John Kanarowski, President



12:15 pm – 12:20 pm • Technology Presentation
Living Tradeshow Solution offered by Crick Information Technologies, Inc., Tim Bohmer, Vice President Sales and Marketing



12:30 pm -1:45 pm
Lunch and Annual Meeting • Barton Creek Room

Sponsored by: **F R E E M A N**

1:50 pm - 2:50 pm

Thriller...

Keynote: Sean Dee, Chief Marketing Officer, *AEG*
When an entertainment focused, retail development project

gets the chance to host a “once in a lifetime event” and celebrate a legend, where do they start? At this important keynote, you will hear, first hand, how the AEG team develops event programs that leverage its core business assets and ultimately exceeds the expectations of its key clients and customers. While the focus will be on the companies’ strategic approach to this growing new business model, they will share with you their best practices and the collaborative behaviors among its live music, sports, and facilities divisions from LA Live to London’s O2.

2:55 pm – 3:00 pm • Technology Presentation
Exhibitor Invites by Exhibitor Invites, LLC., Evan Shubin, President



3:00 pm -3:25 pm
Networking Break • Wildflower Atrium

Sponsored by:



3:30 pm - 4:50 pm

Revolution...

Is the traditional business model still relevant or is there a new paradigm in our future? Face-to-face events are essential for driving sales and fostering social relationships that sustain business 24/7 and 365. New technologies, emerging populations and the way we communicate all add up to a different way of doing business. Add to this the heightened awareness and sensitivity to the cost of exhibiting, and the old business model becomes a challenge to maintain. In this session, you will hear how industry experts are creating new approaches to the traditional business model in an effort to deliver a different experience that meets the needs of new buyers and sellers. “Break on through to the other side” as you discover what works and what doesn’t. Learn how to use innovative pricing models, matchmaking and virtual events—all designed to offer solutions to a new generation of exhibitors and attendees fondly referred to as Gen X and Gen Y.

Moderator: Nancy Hasselback, President and CEO, *Diversified Business Communications*

Panelists: Kerry Gumas, President and CEO, *Questex Media Group, Inc.*

Greg Topalian, Senior Vice President, *Reed Exhibitions*

Tony Uphoff, CEO, *UBM TechWeb*

Jochen Witt, President and CEO, *JWC*

6:00 pm – 9:00 pm
Reception and Dinner • Pavilion
(Resort Dining Level-Terrace)

Sponsored by:



9:00 pm – 10:30 pm

Afterglow • 8212 Wine Bar & Grill

(Resort Dining Level)

Sponsored by:



TUESDAY, APRIL 13, 2010

All AM sessions will be held in the **Darrell Royal Ballroom**

7:30 am - 8:25 am

Breakfast • Barton Creek Room

Sponsored by:



8:30 am - 9:30 am

Start Me Up...

It's not ALL about the Big Boys! Smaller companies have to be more agile, innovative and quicker to market than their larger, multi-platform counterparts. Because of their size, instincts and lower margin for error, small company entrepreneurs find creative ways to make their shows stand out from the crowd. At this session, you will learn a new trick or two as innovative entrepreneurs discuss how their "out-of-the-box" thinking has helped grow their businesses. You will also find out how these CEOs develop new ideas, business models and, occasionally, radical innovations that result in success and....sometimes failure.

Moderator: George Jage, President, *World Tea Expo*

Panelists: Denise Medved, CEO, *The Tiny Kitchen*

Carl Pugh, President, *Radius Events, LLC*

Kerry Smith, President and CEO, *Red 7 Media, LLC*

9:40 am - 11:00 am

Spinning Wheel...

Our industry is a partnership where the sum is greater than the individual parts. Producing an event that satisfies and improves the experience for our exhibitors and attendees takes teamwork. This team effort includes all our vendors working together to keep the medium useful and provide a high ROI for the markets we serve. This dynamic circle of participants values each of the parts that make up the entire production. The session will explore the shifts in revenue and influence that have been brought about by the extended recession and how this may impact the industry going forward. It will also offer a 360-degree look at how to enhance all aspects of the trade show experience for the professional attendee, exhibitor, organizer and vendor communities. A blue ribbon panel of experts will share their thoughts about our business and the constituencies they each represent.

Moderator: Galen Poss, Partner, *G2 & Associates*

Panelists: Larry Arnaudet, Executive Director, *Exhibition Services & Contractors Association*

Tom Mobley, Sr. Vice President, Convention Centers, *Global Spectrum Convention Centers*

Donald J. Schmid, Manager, Meetings & Conventions, *Hospira, Inc.*

Rod Trujillo, CEO, *International Rubber Products, Inc.*

11:00 am – 11:10 am

Networking Break • Wildflower Atrium
Yummy, Yummy, Yummy...

Sponsored by:



11:10 am - 12:10 pm

Across The Universe...

In a discussion of leading-edge and creative ideas from around the globe, Ids Boersma, Managing Director of RAI Exhibitions in Amsterdam, will present a case study of how his organization recreated the Amsterdam Motor Show - AUTORAI from the conventional exhibitor stand model to an event model, thereby preserving the show and maintaining profits. Håkan Gershagen's 30 years of international experience will walk us around the world in 20 minutes and present the new and innovative business models and ideas that he has seen in the last year, also aided by UFI's Director in Asia, Paul Woodward.

Moderator, Simon Kimble, CEO of Clarion Events Ltd., will share his experience of building a network of 10 offices from Singapore to Sao Paulo in the past three years.

Moderator: Simon Kimble, CEO, *Clarion Events Ltd.*

Panelists: Ids Boersma, Managing Director, *RAI Exhibitions, Amsterdam*

Håkan Gershagen, Board Member, *Clarion Events Ltd.*

Paul Woodward, incoming Managing Director, *UFI*

12:15 pm – 5:15 pm

Golf and Golf Lunch • Meet at the Crenshaw Proshop (Resort Dining Level) for transportation to the Fazio Canyons.

Sponsored by:



12:15 pm – 1:15 pm

Non-Golf Lunch • Barton Creek Room

Supporter:



1:30 pm - 2:30 pm (concurrent session)

Live Oak BC

For What It's Worth...

The Great Recession has wreaked havoc on the world of events. The recent financial performance of shows has taken a dramatic turn for the worse. The once-frantic pace of mergers and acquisitions in media seems like a distant memory.

In this breakout session, we will hear from top financial and corporate executives and large event producers about how the

business has changed and what they are doing to adapt. Is this a downturn that is just part of a cycle, or has the industry found a new level?

How has the M&A market changed, from the perspective of top bankers in the field? Is the event business still a target for savvy investors? What has happened to valuations of stand-alone show producers as well as of integrated, multimedia companies? Is there still money out there to be invested in the tradeshow world? If so, where's it coming from?

And, from an operating standpoint as well an investor's view, what's ahead?


Moderator: Neal Vitale, President and CEO, *1105 Media, Inc.*

Panelists: Eric Lisman, Executive Vice President - Corporate Development, *Advanstar Communications, Inc.*

Kerry Gumas, President and CEO, *Questex Media Group, Inc.*

Charles McCurdy, Chairman and CEO,
Canon Communications LLC

Kathleen Thomas, Managing Director, *Berkery, Noyes & Co. LLC*

 **1:30 pm - 2:30 pm** (concurrent session) Live Oak A

I Will Survive...

The dramatic changes to the event business in 2009 make this session more vital than ever before as small company CEOs discuss the key issues affecting their events and the path to success in 2010. Though 2009 shows faced hurdle after hurdle, the lessons learned are the key to future profits. The advantage for small companies is they can react quickly, adopt new strategies immediately and, frankly, have the entrepreneurial drive that makes them successful in any economy.

Everyone is a speaker at this roundtable and the topics include:

- How to grow in a capital-constrained marketplace
- Lower numbers don't have to equal lower profits
- Keeping your team motivated for the recovery
- Where did the buyers go for your business?
- New business models for higher profits
- What is working for attendance in this market?

Moderator: Sean Guerre, President,
TradeFair Group/Access Intelligence



 **3:00 pm – 5:00 pm**

Social Activity • Meet at the Upper Pool Deck

 **6:30 pm – 9:00 pm**

Awards Reception • Wildflower Atrium

Awards Dinner • Darrell Royal Ballroom

Sponsored by:



Austin and Hill Country Tour Guest Activity

On Monday, April 12th, we will depart Barton Creek at 9:30AM to see some fabulous and interesting sites which will start with a panoramic view of the area's beauty stop with a short climb to the top of Mount Bonnell, one of the highest points in the area. I guess this is now the time to tell you to wear comfortable shoes!

Let's jump back on the bus after that exercise and we will go to Central Market for a private cooking demonstration and lunch. Central Market is an Austin original specialty store that offers EVERYTHING. If it's not here, it hasn't been found! And you will have a private guided tour to familiarize yourself with the store and then have some time for shopping – yea!!!

Then hop back on the bus, put your feet up and relax to enjoy the guided driving tour of the city which will include the famous Austin City Limits (an intimate recording studio which showcases incredible music and musical entertainers) for those who are not familiar with them. Drive down Congress Avenue and view the famous Bat Bridge, the French Legation, LBJ Presidential Library, Long Center for the Performing Arts, Moonlight Tower, Texas Capitol Building, The Governor's Mansion, University of Texas at Austin, UT Royal Memorial Stadium and much, much more.

We will return to Barton Creek around 3:00PM and that will give you time to have a cuppa, relax and be ready for the evening festivities.