



SandBOX

2010

Atlanta, GA
August 3 -4

Invitation and Schedule of Events



Official Sponsors:





Schedule of Events

Monday, August 2

Out of town guest arrival and hotel check-in.

Tuesday, August 3

7:30am - 8:30am Breakfast - Ventana's (top of Hilton Garden Inn)

8:45am - 10:00am General Session - Adidas Room

CEIR and Its Role in Promoting the Value of Face-to-Face Events

Cathy Breden, CAE, CMP - Executive Director, Center for Exhibition Industry Research

The importance of research supporting the value of face-to-face marketing and the role of exhibitions cannot be overstated. CEIR is the only independent, not-for-profit organization conducting research on exhibitions and events. This session will help you understand the importance and value proposition of CEIR's research products. Early findings of the second phase of the Power of Exhibitions: Identify, Discover, and Embrace Change from the Point of View of Young Professionals will be revealed. You will also learn how to incorporate a generational strategy in your events. Early findings of the comprehensive study to Identify the Economic Impact of International Non-Participation in the Exhibition Industry Due to U.S. Visa Issues will be shared.

10:30am - 12:00pm Concurrent Educational Sessions

Contracts: Tips, Traps and Tactics

Kevin Johnston - CEO, Advantage Event Group

Location: Loft Garage 10:30am - 11:40am

In the hospitality industry everything is contracted: sleeping rooms, entertainers, catering, transportation, and so much more. This interactive session will touch upon how to navigate and negotiate key contract areas that can work for or against you as you plan your next event: rates, performance, cancellation, force majeure (Acts of God), rooms, food and beverage attrition, and many more.

Achieving Personal and Professional Goals

Neil Rock - President, Neil Rock Group

Location: Loft Garage 10:30am - 12:00pm

Neil Rock's approach to helping his clients set, work toward and achieve their goals is based on a simple, three-step program. The V.W.V. or "Visualize, Write, Visible" method teaches audiences how to achieve personal, family, career/school, financial, health and fitness, and spiritual balance. Neil Rock has conducted training programs, seminars and workshops for thousands of people across the U.S. at numerous organizations like GlaxoSmithKline, Duke University and the American Lung Association. Attendees come away with the inspiration to tackle their goals and the know-how to achieve those goals thanks to Neil's straightforward V.W.V. method.

12:00pm - 1:15pm Lunch Break - Loft

1:15pm - 2:00pm General Session - Adidas Room

Using Intentionality, Not Karma, To Attract and Engage Stakeholders To Your Next Show

Dave Lutz, CMP - Managing Director, Velvet Chainsaw Consulting

It's more than coincidence, luck, serendipity or synchronicity. It's your deliberate actions that will attract and engage stakeholders to your next show. So are you deliberately doing all you can to attract and engage more stakeholders: attendees, exhibitors and sponsors?

What specifically should you do to attract, convert and transform more stakeholders for your next show? What does successful show engagement look like? What are you colleagues doing to increase their attendance, stakeholder engagement and drive more revenue?

In this session, we'll share successful strategies to increase stakeholder engagement, attract more attendees and grow revenue for your next show.

2:15pm - 3:30pm General Session - Adidas Room

Panel Discussion - State of the Industry, Hot Topics and More

Moderated by Doug Ducate, CEM, CMP - President and CEO, Center for Exhibition Industry Research

Panelists include: Richard Maples - Shepard Exposition Services, Cathy Breden - CEIR, Dave Lutz - Velvet Chainsaw Consulting, Kevin Johnston - Advantage Event Group, Skip Cox - Exhibit Surveys, Inc.

Customer Appreciation & Networking Event Cheeseburger in Paradise

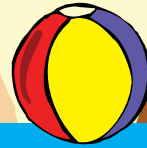
Featuring



The Original and Official
Jimmy Buffet
Tribute Show

Tuesday, August 3rd
6:00pm
at **STATS** patio

Bar Sponsored by:



Tuesday, August 3 cont'd

- 3:30pm - 6:00pm Networking and break
- 6:00pm - 10:00pm Dinner and Customer Appreciation Event - STATS Deck

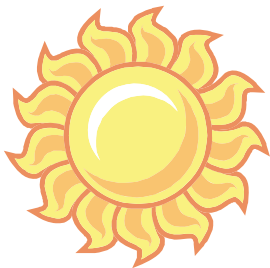
Wednesday, August 4

- 7:30am - 8:30am Breakfast - Loft
- 8:45am - 10:00am General Session - Adidas Room

Recovery and Emerging Trends in the Exhibition Industry
Doug Ducate, CEM, CMP - President and CEO, Center for Exhibition Industry Research

Most, if not all, exhibitions have been impacted by the Great Recession and sluggish recovery. In 2009, the decline in the performance of exhibitions was four times greater than the largest previous loss which was 3.1 percent in 2008, with all 11 industry sectors experiencing declines. The CEIR Index predicted a slow recovery in 2010. Now, half way through the year, this session will cover current predictions for recovery in the latter half of 2010 and into 2011, what trends are emerging, and what you can do to strengthen your exhibitions and event(s).

- 10:00am - 12:00pm Interactive Breakout Sessions - Moderated by The Maverick Group
- 12:00pm - 1:30pm Lunch Break and Closing Address - Loft



Registration Info



The Sandbox 2010 Meeting will be capped at 100 registrations and spots will be reserved on a first-come, first-served basis.

Please Register

<http://www.aspevents.com/SB2010Reg>

Hotel Info

Hilton Garden Inn Atlanta Downtown
275 Baker Street, Atlanta, Georgia, USA 30313
Tel: 1-404-577-2001 Fax: 1-404-577-2002
Rate: \$119/night (usually \$169/night)
Mention Shepard SandBox to receive special rate

**We look forward to
seeing you in Atlanta!!**