

Pull-Out Schedule Worksheet

Tear out this worksheet to plan your schedule, then fill out the registration (inside back cover).

Or, do it all online at EXHIBITOR2007.com where you'll find complete up-to-the-minute info including session availability confirmation and hotel registration.

SATURDAY, MARCH 24

8:30 AM - 4:30 PM

SA201 All-Day Workshop: Trade Show Rookies "Quick-Start" Program

SUNDAY, MARCH 25

8:30 AM - 12:00 PM

- S101 Half-Day Workshop: Overcoming the Fear of ROI
- S203 Half-Day Workshop: Our Industry's Future: Get Ready! **NEW!**
- S204 Half-Day Workshop: Stop Wasting Time - Organize Your Planning with Templates **NEW!**
- S301 Half-Day Workshop: Developing and Presenting Your Marketing Plan **NEW!**
- S304 Half-Day Workshop: Strategic Communications: How to Develop Insight and Influence **NEW!**
- S306 Half-Day Workshop: What's Next for Brand Experience **NEW!**
- S401 Half-Day Workshop: Are You Up to the Challenge?
Work with Your Peers and Challenge Your Creativity **NEW!**
- S501 Half-Day Workshop: Optimize the Impact of Your Trade Show Team on Your Exhibit Program
- S602 Half-Day Workshop: Color - The Newest Thoughts on Psychology and Trends

1:00 PM - 4:30 PM

- S102 Half-Day Workshop: Marketing & Measurement: Bridging the Gap **NEW!**
- S202 Half-Day Workshop: Stop Budget Hacking, Start Responding Rationally
- S205 Half-Day Workshop: The Impact of Brand/Ownership/Management Changes and Other Hot Contract Issues **NEW!**
- S302 Half-Day Workshop: Your Life After Logistics
- S303 Half-Day Workshop: Creating Results in Your Exhibit Marketing Program
- S305 Half-Day Workshop: GPS "Global Position Strategy" - Paving the Way for Your Message **NEW!**
- S402 Half-Day Workshop: Measure the Value of Your Conference
- S502 Half-Day Workshop: A Piece of Peace: Optimal Energy at Work and On the Road
- S603 Half-Day Workshop: It's Not About the Booth **NEW!**

4:45 PM - 6:15 PM EXHIBITOR2007 & CTSM Orientation

6:30 PM - 8:00 PM Opening Reception

MY SATURDAY SESSION:

8:30 AM - 4:30 PM **All-Day Workshop** (SA201 Trade Show Rookies "Quick-Start" Program)

1ST CHOICE # _____ TITLE _____

MY SUNDAY SESSIONS:

8:30 AM - 12:00 PM **Half-Day Workshops**

1ST CHOICE # _____ TITLE _____

2ND CHOICE # _____ TITLE _____

1:00 PM - 4:30 PM **Half-Day Workshops**

1ST CHOICE # _____ TITLE _____

2ND CHOICE # _____ TITLE _____

Lock in your "first choice" sessions...
and save \$200!

REGISTER ONLINE.

Register at www.Exhibitor2007.com to verify immediately if your selected sessions are still open and select alternate sessions on the fly. You'll know, in real time, how your whole schedule fits together.

REGISTER EARLY.

Get your best shot at popular sessions. The earlier you register, the more likely your first choice sessions will still be open.

GET IN ON THE EARLY BIRD DISCOUNT AND SAVE \$200!

Just register before February 13, 2007. See money-saving passport options and discounts on page 50.

MONDAY, MARCH 26**8:00 AM - 9:30 AM**

- M107 Crossing the Great Sales and Marketing Divide
- M10807 How To Measure the Value of Trade Show Participation ▼
- M20407 Don't Skip the Meetings - Pre, At and Post: Guideposts to Success ▼
- M20707 Exhibiting and the Law: What You Need to Know ▼
- M214 I Need the Newest, Hottest Giveaway NOW - and Other Purchasing Tactics to Avoid
- M225 The RFP Experience Clinic
- M227 Next Steps in Effective Planning and Execution **NEW!**
- M232 The New Privacy Zones - Confidentiality and Data Issues **NEW!**
- M308 Authors Executive Series: How Integrated Marketing Communication Enables Customer Focus **NEW!**
- M309 Profile In Excellence: Bell Helicopter: The SIZZLE and the Steak - How to Amaze Your Audience and Maximize ROI **NEW!**
- M312 Targeted, Tailored and Timely - Innovations in Direct Mail
- M326 Executive Thought Leaders - Your Most Powerful Marketing Secret Weapon **NEW!**
- M412 Top Ten Trends Impacting Events
- M419 Meetings Beyond Logistics: The Art and Science of Learning at Meetings
- M520 Essential Supervisory Skills **NEW!**
- M612 What We Don't Do Yet: Creating Innovative Exhibit and Event Experiences ▼
- M616 Understanding Audience Psyche and Crowd Dynamics to Make Your Exhibit More Effective **NEW!**
- M72007 Introductory Overview to Global Exhibiting ▼

8:30 AM - 11:30 AM

- M307 Field Trip: Strategic Sales Tools: The Benefits of Executive Briefing Center Programs

10:00 AM - 11:30 AM

- M103 Authors Executive Series: Trade Show Objectives and Performance Measurement **NEW!**
- M10507 Using Surveys in the Trade Show and Event Decision Making Process ▼
- M20107 Selecting the Right Shows: The Critical Decision ▼
- M210 The Smart Approach to Outsourcing
- M221 Springboards for Inspiration - Sourcing and Recording Ideas
- M226 The RFP Experience Clinic (continued)
- M233 How To Craft a Contract Amendment - Best Practices and Potential Pitfalls **NEW!**
- M31507 Integrated Marketing Communications ▼
- M318 The New Marketplace - Moving From Push to Pull **NEW!**
- M406 Authors Executive Series: Moving Events Up the Food Chain **NEW!**
- M420 Meetings Beyond Logistics: The Art and Science of Learning at Meetings (continued)
- M514 Preparing, Developing and Submitting a Quality CTSM Portfolio
- M522 Ethics in Organizations **NEW!** ▼
- M608 Profile In Excellence: Colgate Palmolive: Innovative Exhibiting that Helped Propel Industry Leadership **NEW!**
- M613 What We Don't Do Yet: Creating Innovative Exhibit and Event Experiences (continued) ▼
- M619 Creating More Memorable Experiences: Latest Technologies & Techniques **NEW!**
- M72107 Introductory Overview to Global Event Marketing ▼

11:30 AM - 3:30 PM Exhibit Hall Open**3:45 PM - 5:15 PM**

- M105 Power Play: Sales Leads Are Why You Exhibit
- M118 Measurement and Analysis of the Purchase Experience to Improve ROI ▼
- M21307 Beyond the Basics of Booth Selling ▼
- M223 Getting the Most Out of Your Suppliers **NEW!**
- M311 Ten Key Steps to Developing Trade Show and Marketing Communications Strategies
- M322 Gather Competitive Intelligence with a Well Developed Mystery Shopping Program **NEW!**
- M329 Tribal Intelligence: Marketing, Persuasion and the Art of Connection **NEW!**
- M409 Profile In Excellence: Starwood World Conference 2006 the Nextwork... Imagine What's Next... Together **NEW!**
- M413 Successfully Incorporate Celebrities and Entertainment Into Your Events
- M41907 Liquor Liability and the Law: What You Need to Know ▼
- M511 Stress Right - Capitalizing on the Stress of a Crazy, Busy World
- M52107 Negotiating Skills to Win ▼
- M617 Inside the Attendee's Mind: A Trip Down Memory Lane
- M61907 Exhibit Design - From Concept to Completion ▼
- M621 Bio-Interactivity: The Ultimate in Immersive Brand Communications for Exhibits and Events **NEW!**
- M702 A Booth or a Stand: What's the Difference Between Domestic and International Exhibits **NEW!**
- M709 Exhibiting in Latin America

5:30 PM - 6:30 PM Peer2Peer Roundtables (see page 26 for topics)

6:30 PM - 8:00 PM Welcome Reception**TUESDAY, MARCH 27****8:00 AM - 9:30 AM**

- T10807 How To Measure the Value of Trade Show Participation ▼
- T111 Designing a Better Lead Form
- T114 Hewlett-Packard and Siemens Medical Solutions Measurement Case Study - Part I
- T20307 The Nuts and Bolts of Budgeting for Results ▼
- T20707 Exhibiting and the Law: What You Need to Know ▼
- T208 Conducting a Pre-Show Strategic Briefing
- T211 Plan B: Recovering From That Big (or Little) Disaster **NEW!**
- T229 Select the Right Show - The First Time **NEW!**
- T314 Using Target Audience Profiles to Create Memorable Events that Drive Results ▼
- T31507 Integrated Marketing Communications ▼
- T331 Exhibiting Strategically - Surviving the Changes - Part I
- T418 An Event Makeover
- T504 Speaking in Public... and Other Life Threatening Situations
- T519 For Women Only: Our Place in the Industry! **NEW!**
- T606 Authors Executive Series: Insights in Innovation
- T610 Off the Wall Exhibiting - The Non-Booth Booth
- T624 The Growing Influence of Retail Design on Trade Show Exhibits **NEW!**
- T707 The Rising Importance of Exhibitions in China as a Marketing Strategy **NEW!**

8:30 AM - 11:30 AM

- T206 Field Trip: Deciphering the Official Service Contractor and Exhibitor Kit ▼

10:00 AM - 11:30 AM

- T10507 Using Surveys in the Trade Show and Event Decision Making Process ▼
- T115 Hewlett-Packard and Siemens Medical Solutions Measurement Case Study - Part II
- T119 Ask, Listen, Measure, Act! Successfully Integrating Audience Response Measurement **NEW!**
- T20207 Basic Project Management and Reporting Skills ▼
- T213 Managing Your Creative: Proven Processes That Balance People and Projects
- T234 APEX - Industry Standards are Coming **NEW!**
- T31107 How To Grow Your Brand: Incorporating Brand Marketing Into Your Exhibit Program ▼
- T328 The Girlfriends Guide to Leading a More Strategic Event Organization (it's all about change management) **NEW!**
- T332 Exhibiting Strategically - Surviving the Changes - Part II
- T408 Profile In Excellence: Wal-Mart the Musical: A Calculated Marketing Risk That Made Sense **NEW!**
- T411 Building Larger, More Connected Audiences - Online and Onsite **NEW!**
- T416 Mastering the Meeting Maze ▼
- T506 Getting Started in Consulting - Things to Consider
- T523 Managing Career and Illness **NEW!**
- T607 Authors Executive Series: Insights in Innovation (continued)
- T611 Design + Technology = Engagement **NEW!**
- T61907 Exhibit Design - From Concept to Completion ▼
- T703 Guidelines to International Budgeting ▼

11:30 AM - 3:30 PM Exhibit Hall Open**3:45 PM - 5:15 PM**

- T112 Trade Show Leads - Stop Counting... Start Closing **NEW!**
- T121 How To Create Event Communications That Attract and Sell Customers - and Even Impress the Company President **NEW!**
- T212 Big or Small: This Nine-Step Plan Covers it All!
- T228 Mid-Course Corrections: Making Changes After the Show Begins
- T230 Honesty is the Best Policy: Accountability in the Sarbanes-Oxley World **NEW!**
- T30807 Business Marketing Strategies and Trade Shows ▼
- T31207 Realizing Your Public Relations Potential ▼
- T317 Marketing 101: How to Put Marketing Back Into Event Marketing **NEW!**
- T325 Demonstrations - The Reason We Do Trade Shows
- T410 Profile In Excellence: The Thomas Kinkadee Co.: Experiences That Create Revenue **NEW!**
- T423 Paving the Way for a Successful Client Conference - Your Road Map to Success **NEW!**
- T505 Essential Energy - Amplifying Your Health and Effectiveness
- T510 Marketing Me
- T52307 Communicating With Others: Essentials for Success ▼
- T614 Creativity Found! The Power of Collaboration and Seeing Beyond the Trade Show Floor
- T61707 Essential Graphic Basics to WOW!! ▼
- T708 From Shanghai to Dubai: A Profile of the Top Ten International Trade Show Cities

5:30 PM - 6:30 PM Peer2Peer Roundtables (see page 26 for topics)

WEDNESDAY, MARCH 28

8:00 AM - 9:30 AM

- W10807 How To Measure the Value of Trade Show Participation ▼
 W109 Keep Your Best Leads Out of the Trash and Convert Them to Customers
 W20107 Selecting the Right Shows: The Critical Decision ▼
 W20307 The Nuts and Bolts of Budgeting for Results ▼
 W207 Authors Executive Series: The Event and Trade Show Strategists' Toolkit **NEW!**
 W218 Promotional Products - An Integrated Part of Your Exhibit Plan
 W310 A Rookie's Seven Deadly Sins **NEW!**
 W323 Five Step High-Impact Pre-Show Marketing System
 W41907 Liquor Liability and the Law: What You Need to Know ▼
 W422 Onsite Event Registration Systems: The Latest State-of-the-Art Technology and Services
 W503 No Regrets - What I Learned During My First Year as a Consultant **NEW!**
 W521 Does Your Workplace Encourage or Stifle Bright Thinkers **NEW!**
 W618 Refreshing Thoughts - A New National Program for an Industry Icon **NEW!**
 W706 Five for Five: Five European Projects at Five Budget Levels **NEW!**

8:00 AM - 11:30 AM

- W404 Field Trip: The Best Thing is Being There - Site Inspection Workshop ▼

8:00 AM - 12:00 PM

- W601 One-to-One with Jim Gilmore

10:00 AM - 11:30 AM

- W106 Measuring ROI/ROO Through Surveys - Quantify Your Results
 W108 Break Through the Measurement Mystic with this Six-Step Process **NEW!**
 W220 Sales Training vs. Exhibit Training: Telling and Selling the Difference
 W222 Why You May Want to Rent Your Next Custom Exhibit
 W224 Making the Small Booth Pay Off: 10 Critical Ingredients
 W31207 Realizing Your Public Relations Potential ▼
 W321 Demystifying Experiential Marketing **NEW!**
 W407 Profile In Excellence: Mohawk Industries: Building Sales Through Private Events **NEW!**
 W41607 The Basics of Event Planning and Management ▼
 W508 Organizing 101: Business and Residential Organizing
 W515 Moving From Mere Provider to Trusted Advisor: Five Steps to Moving from Optional to Indispensable **NEW!**
 W518 Harassment Prevention in the Workplace
 W61707 Essential Graphic Basics to WOW!! ▼
 W622 Theatrical Lighting for Dummies
 W710 Marketing Abroad: Understanding Your Culturally Different Customers **NEW!**

11:30 AM - 3:30 PM Exhibit Hall Open

3:45 PM - 5:15 PM

- W104 Profile In Excellence: Emerson Climate Technologies: Those That Measure Continuously Improve - A Case in Point **NEW!**
 W113 How Audits Can Help You Select the Best Trade Shows **NEW!**
 W20207 Basic Project Management and Reporting Skills ▼
 W216 RFIs and RFPs: Asking the Right Questions – Choosing the Right Partner (A Supplier Perspective)
 W231 Roundtable: How To Write a Creative Brief for an Exhibit **NEW!**
 W31107 How To Grow Your Brand: Incorporating Brand Marketing Into Your Exhibit Program ▼
 W327 The One Per Cent Solution: Ignore the Masses and Focus on Key Attendees
 W415 Working with CVBs
 W41707 The Basics of Event Logistics and Implementation ▼
 W509 Organizing 201: Papers, Piles and Procrastination **NEW!**
 W512 Leadership: How Would I Know It If I See It?
 W609 Profile In Excellence: Best Practices - Five Years of Reinvention for an Annual Trade Show **NEW!**
 W623 Theatrical Lighting: Beyond the Basics
 W701 Authors Executive Series: Negotiating Internationally - Some Dos and Taboos ▼

4:30 PM - 8:30 PM

- W605 After-Hours Excursion: A Real Conversation About Authenticity

5:30 PM - 6:30 PM Peer2Peer Roundtables (see page 26 for topics)

▼ = Required sessions for CTSM certification

▼ = Optional sessions for CTSM candidates with 5 years experience (see p. 9)

MY MONDAY SESSIONS:

8:00 AM - 9:30 AM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

8:30 AM - 11:30 AM Field Trip (M307 Strategic Sales Tools: The Benefits of Executive Briefing Center Programs)

FIELD TRIP #	TITLE

10:00 AM - 11:30 AM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

3:45 PM - 5:15 PM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

5:30 PM - 6:30 PM Peer2Peer Roundtables (Passport holders only. For passport information, see p. 50)

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

MY TUESDAY SESSIONS:

8:00 AM - 9:30 AM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

8:30 AM - 11:30 AM Field Trip (T206 Deciphering the Official Service Contractor and Exhibitor Kit)

FIELD TRIP #	TITLE

10:00 AM - 11:30 AM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

3:45 PM - 5:15 PM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

5:30 PM - 6:30 PM Peer2Peer Roundtables (Passport holders only. For passport information, see p. 50)

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

MY WEDNESDAY SESSIONS:

8:00 AM - 9:30 AM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

8:00 AM - 12:00 PM Private Consultation Session (W601 One-to-One with Jim Gilmore)

1ST CHOICE #	TITLE

8:00 AM - 11:30 AM Field Trip (W404 The Best Thing is Being There – Site Inspection Workshop)

FIELD TRIP #	TITLE

10:00 AM - 11:30 AM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

3:45 PM - 5:15 PM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

4:30 PM - 8:30 PM After-Hours Excursion (W605 A Real Conversation About Authenticity)

FIELD TRIP #	TITLE

5:30 PM - 6:30 PM Peer2Peer Roundtables (Passport holders only. For passport information, see p. 50)

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

THURSDAY, MARCH 29

8:00 AM - 9:30 AM

- R120 Online Lead Management at Trade Shows: Getting a Better ROI
 R20407 Don't Skip the Meetings - Pre, At and Post: Guideposts to Success ▼
 R219 Navigating the Exhibitor Kit **NEW!**
 R313 Creating Winning Direct Mail Promotions: Back to Basics to Improve Response
 R319 Create, Support and Deliver Powerful Presentations - Part I
 R321 Demystifying Experiential Marketing **NEW!**
 R405 Authors Executive Series: Driven to Success: Enhance Your Marketing with Road Shows and Events **NEW!**
 R414 Event Marketing is More Than Trade Shows
 R516 Improv Yourself - Business Spontaneity at the Speed of Thought
 R52307 Communicating With Others: Essentials for Success ▼
 R705 VAT (Value-Added Tax) Refunds: Money Back Guarantee?

8:00 AM - 11:30 AM

- R604 Half-Day Workshop: Build a Better Booth Design

8:00 AM - 12:00 PM

- R601 One-to-One with Jim Gilmore

9:00 AM - 2:00 PM

- R403 Field Trip: Taking Your Events Offsite - Unique Venues

10:00 AM - 11:30 AM

- R117 Four Strategic Pillars of a Results-Driven Exhibit Program **NEW!**
 R209 The Top Ten Technology Trends Transforming the Trade Show Industry
 R21307 Beyond the Basics of Booth Selling ▼
 R316 How To Position Your Company Through Trade Shows **NEW!**
 R320 Create, Support and Deliver Powerful Presentations - Part II
 R330 Basic E-Marketing for Trade Show Success
 R417 The Hows, Whys and Why-Nots of Creating Sponsorship Packages for Your Private Event **NEW!**
 R507 The Dynamics of Successful Attitudes: Seven Attitudes for Getting from Where You Are to Where You Want to Be **NEW!**
 R513 Investing in You - Promoting Your Program and Yourself
 R61907 Exhibit Design - From Concept to Completion ▼
 R704 International Travel and Exhibiting: The Basics

1:00 PM - 2:30 PM

- R116 A Lead is Only a Lead if it Leads to Something
 R217 Planning an Event in Three Months or Less **NEW!**
 R315 Evaluating Promotions - Optimize Right Brain Creative and Left Brain Organization
 R31507 Integrated Marketing Communications ▼
 R421 Hosting an Industry Event vs. a Corporate Event: Is it for You? **NEW!**
 R52107 Negotiating Skills to Win ▼
 R615 Innovation and Hard Facts About Soft Structures
 R620 50 Ways to Engage Your Audience **NEW!**

1:00 PM - 4:30 PM

- R303 Half-Day Workshop: Creating Results in Your Exhibit Marketing Program

3:00 PM - 4:30 PM

- R110 Reporting to Management: How to Demonstrate the Value of Your Trade Show and Event Program
 R215 Tying It All Together: The Evolution of a Profile in Excellence
 R30807 Business Marketing Strategies and Trade Shows ▼
 R324 Creating Powerful Headlines and Writing Killer Copy
 R424 Trade Shows Versus Corporate Events - Which is Better? **NEW!**
 R517 Spontaneous Speaking
 R61707 Essential Graphic Basics to WOW!! ▼

▼ = Required sessions for CTSM certification

▼ = Optional sessions for CTSM candidates with 5 years experience (see p. 9)

MY THURSDAY SESSIONS:

8:00 AM - 9:30 AM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

8:00 AM - 11:30 AM Half-Day Workshop (R604 Build a Better Booth Design)

SESSION #	TITLE
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8:00 AM - 12:00 PM Private Consultation Session (R601 One-to-One with Jim Gilmore)

SESSION #	TITLE
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9:00 AM - 2:00 PM Field Trip (R403 Taking Your Events Offsite - Unique Venues)

FIELD TRIP #	TITLE
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10:00 AM - 11:30 AM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

1:00 PM - 2:30 PM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

1:00 PM - 4:30 PM Half-Day Workshop (R303 Creating Results in Your Exhibit Marketing Program)

SESSION #	TITLE
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3:00 PM - 4:30 PM Seminars

1ST CHOICE #	TITLE
2ND CHOICE #	TITLE

Peer2Peer Roundtable Topics

Topics Offered

Monday, Tuesday and Wednesday:

- P1 Plan B
- P2 Show Operations
- P3 Strategies For Cutting Exhibiting Costs
- P4 Small Budget Issues
- P5 Exhibit/Event Issues: Government
- P6 Exhibit/Event Issues: Nonprofit
- P7 Lead Tracking and Follow-Up
- P8 Measurement: ROO or ROI?
- P9 What Type of Sponsorships Pay Off?
- P10 Reporting to Management
- P11 Small Exhibit Strategies
- P12 Large Exhibit Strategies
- P13 The Value of PR at Shows and Events
- P14 In-House Booth Staff Training
- P15 Stress Management Tips

Additional Topics Offered Monday Only:

- P16 The Smart Approach to Outsourcing
- P17 Promoting Your Program & Yourself
- P18 Gather Competitive Intelligence
- P19 A Booth or a Stand: The Difference Between Domestic & International
- P20 The RFP Experience
- P21 Partnering with Event Organizers

Additional Topics Offered Tuesday Only:

- P21 Partnering with Event Organizers
- P22 Graphic Challenges
- P23 Getting Started In Consulting
- P24 International Exhibiting Tips
- P25 Measurement & Communicating
- P26 Marketing Me
- P27 Events or Trade Shows?

Additional Topics Offered Wednesday Only:

- P20 The RFP Experience
- P22 Graphic Challenges
- P23 Getting Started In Consulting
- P24 International Exhibiting Tips
- P28 Integrating Promotional Products Into Your Plan
- P29 Project Management Tips
- P30 Renting Custom Exhibits
- P31 Tips for Working with CVB's