



# The Meetings Technology **EXPO**

New York City  
October 26th, 2006, Metropolitan Pavilion

## Attendee Brochure

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Meetings Technology Expo returns to New York City with an even better line-up of technology education and solutions geared specifically for you, the meeting professional.

# Why should you attend this show?

- The only event that focuses exclusively on meetings technology
- Meet with more meetings tech vendors and experts in one place at one time than anywhere else
- Specific education that provides buyers with a how-to type approach to purchasing technology
- Hands-on opportunity with broad selection of tech tools
- Hear from industry peers about their own tech challenges
- Successful implementation of technology has proven cost-saving, revenue-generating benefits that can help validate/strengthen a planner's worth
- *All of this for only \$99!! Early bird rate expires on October 5th, so hurry in!*

## CONFERENCE FEATURES

- 12 total educational sessions on topics including:
  - Registration systems
  - Meetings spend consolidation
  - Housing management
  - Web Casting/Videoconferencing
  - Event Marketing
  - Internet Connectivity
  - **All-New: 5 Case Study sessions featuring 20 total presentations!!**

*Learn from your peers' experiences in overcoming challenges by implementing the right technology solution.*

- Co-presenting vendor-clients will include representatives from:
  - Toy Industry Association
  - European Society for Therapeutic Radiology and Oncology
  - American Society of Mechanical Engineers
  - Jamie Belkin Events
  - inVentiv Health, Inc.
  - ISES
  - McGraw-Hill
  - ...and over a dozen other presentations designed to showcase real-life problem solving events!!

(Sessions to take place in separate break-out rooms)

## Agenda At-A-Glance

**8:00 AM - 9:00 AM**  
Housing/Room Block Management

**8:00 AM - 9:00 AM**  
Meetings Spend Consolidation

**9:15 AM - 10:15 AM**  
Event Internet Services

**9:15 AM - 10:15 AM**  
Registration Systems Part 1

**11:15 AM - 12:30 PM**  
Case Study Group 1

**11:15 AM - 12:30 PM**  
Case Study Group 2

**1:15 PM - 2:30 PM**  
Case Study Group 3

**1:15 PM - 2:30 PM**  
Case Study Group 4

**3:15 PM - 4:15 PM**  
Case Study Group 5

**3:15 PM - 4:15 PM**  
WebCasting/Video Conferencing

**4:30 PM - 5:30 PM**  
Event Marketing

**4:30 PM - 5:30 PM**  
Registration Systems Part II

## EXHIBIT HALL FEATURES

- Meet with over 30 of the industry's leading meetings technology vendors
- 1-on-1 vendor appointments
- Vendor presentations
- 6 hours of exhibit hall time
- Find solutions for virtually all of your meetings technology needs, including: Online Registration, Site Selection, RFP Management, Event Marketing & Communication, Event Budgeting, Meetings Spend Management/Consolidation, Event/Exhibition Management, Badge Making, Surveys, On-line Booking Systems, Expense Reporting Systems, Appointment Scheduling, Matchmaking & Networking, Hotel & Facility Management, Room Block/Housing Management, Exhibition Services: Lead Retrieval - Access Verification, Mobile Technology, Project Management, Room Diagramming - Floor Plans, Virtual Meetings-Shows, Web Design, Abstract Management - Educational Content, Audience Polling - Interactive Response, Remote Conferencing Services, Internet Connectivity Providers... virtually any technology provider that will make your job more efficient!!

## Registration Includes:

- All educational and case study sessions
- All meal functions
- 1-on-1 appointments
- Vendor presentations
- Tutorial Guidebook

**\$99 prior to October 5th, \$199 after**



# Agenda at a Glance All Sessions

## Thursday, October 26, 2006

### Educational Session

**8:00 AM - 9:00 AM**

#### Housing/Room Block Management

Housing is still one of the most challenging aspects of meeting planning. In this tutorial we will discuss the different tools available to meeting planners today. This will include the tools that planners can purchase and also tools that hotels are offering. These tools provide more control over your housing process and can offer extensive reporting of critical information. We will explore how these tools can integrate to your registration process and enhance your ability to maximize your contracted room blocks.

*Speaker: Doug Melinn, CMP, Director of Customer Loyalty, Passkey*

After this session you will be able to:

- Understand the different tools available to meeting planners
- Learn housing Best Practices using technology
- Know the advantages of integrating your registration tools with housing tools

This session is applicable to the following attendee types:

- Corporate
- Association
- Tradeshow
- Technology Level- Beginner - Mid-level

**8:00 AM - 9:00 AM**

#### Meetings Spend Consolidation

Learn from Julie Gordon, CMP, on her experience in tackling the meetings spend consolidation issues at Accenture. Julie will share with you her approach in dealing with various technology vendors, internal challenges and her eventual implementation and subsequent benefits derived from her newly established spend consolidation program.

*Speaker: Julie Gordon, CMP, Accenture*

After this session you will be able to:

- Formulate an action plan to initiate a meetings spend consolidation program
- Identify key players involved in the process.
- Select the appropriate vendor

This session is applicable to the following attendee types:

- Corporate
- Association
- Tradeshow
- Technology Level- Mid - Advanced





**9:15 AM - 10:15 AM**

**Event Internet Services**

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This presentation will discuss the growing importance of event Internet and networking services and how the success or failure of your event Internet and networking services can affect your ability to meet meeting objectives, increase attendee satisfaction and measure meeting success factors.

*Speaker: Rick Hulme, GM - Enterprise Conference Solutions, iBAHN*

After this session you will be able to:

- Learn how to tell the difference between low-grade insecure networks and enterprise-grade secure networks and decide which is right for your event.
- Learn how to leverage new event technologies to collect multiple times more business intelligence from which to better measure ROI and meeting effectiveness
- Learn why your attendee's event Internet experience is as important to the success of your event as the coffee, meals and entertainment

This session is applicable to the following attendee types:

- Corporate
- Association
- Tradeshow
- Technology Level- Beginner - Advanced

**9:15 AM - 10:15 AM**

**Registration Systems Part I**

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Registration systems are the most integral part of any meetings technology toolbox. Serving many roles outside of just capturing and recording registrant information, today's registration systems act as marketing vehicles, database management, revenue generators and much, much more. This session will look at the many features and benefits of registration systems available in the marketplace today.

*Speaker: Kristin Warren, CMP, President, K Group, LLC.*

After this session you will be able to:

- Determine how your current system compares with others in the marketplace
- Recognize the top must-have items when evaluating a registration system
- Avoid potential pitfalls
- Utilize the marketing and revenue-generating features of registration systems

This session is applicable to the following attendee types:

- Corporate
- Association
- Tradeshow
- Technology Level- Beginner - Mid-level

**11:15 AM - 12:30 PM**

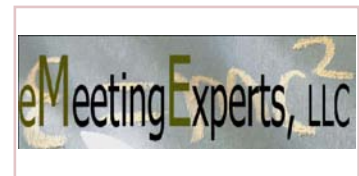
**Case Study Group 1**

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**Each presentation is 15 minutes in duration.**

**Presentation A**

Vendor: a2z Inc., Michael Hatch, Sr. VP Marketing and Sales





Client: Toy Industry Association, Jackson Wong, Exhibitor Service Manager

(Actual client will be present)

Case Study Description: Let's say you have a good trade show but sense you are missing opportunities to be more efficient. The problem is, you're not sure what you're looking for. A relationship with a company that offers a wide variety of expo management technology is one way to go.

**Presentation B**

Vendor: DMD Associates, Christophe Draye, CEO

Client: European Society for Therapeutic Radiology and Oncology Michel Taillet, General Manager

(Actual client will be present)

Case Study Description: Attendee experiences can be enriched if attendees plan in advance who they want to meet with – and then are able to locate those people during the event. This case study describes a low-cost automated system for achieving those results.

**Presentation C**

Vendor: Exgenex, Christopher Copelas, Client Services and Development

Client: Pulvermedia, Marni Shapiro, VP Conference Operations

Case Study Description: Many organizations struggle to decide what to insource and what to outsource. It could be among the most strategic and impactful decisions the organization could make. In this case study, a media company found an optimal solution from a vendor that provided outsourced services that worked hand in hand with in-house applications the company wished to retain.

**Presentation D**

Vendor: Exposoft Solutions, Doug Reddick, Sales Executive

Client: World Youth Day

Case Study Description: Picture this: An event taking place all over the world with 700,000 attendees and 35,000 volunteers who speak different languages and need to be matched up for accommodations and scheduled for various tasks and activities. Challenging? Yes. Impossible? No – with sufficiently creative system customization.

**11:15 AM - 12:30 PM**

**Case Study Group 2**

**Each presentation is 15 minutes in duration.**

**Presentation A**

Vendor: Convention Data Services Inc., David Lawton, Dir. of New Bus. Dev.

Client: American Society of Mechanical Engineers, Phyllis Klasky, Dir., Events Mgt.

(Actual client will be present)

Case Study Description: Planning the content for your next meeting is far easier if you have accurate data on who attended the various sessions at your last meeting. Here's how a big association accomplished this in a highly efficient, automated manner.

**Presentation B**

Vendor: Acteva, Ed Lemire, VP, Marketing

Client: Jamie Belkin, Owner, Jamie Belkin Events

(Actual client will be present)

Case Study Description: For any conferences where attendees must pay registration fees, more attendees means more revenue – but also more headaches in processing





and collecting payments. Here's the cure one growing organization found, which helped clear up some other problems in the bargain.

**Presentation C**

Vendor: Certain Software, Kimberly Enright, Dir. of Marketing

Client: Henry Schein, Inc, Lee Coltman, Dir., Corporate Travel Services

Case Study Description: When a company experiences rapid growth, its old methods of managing attendance at meetings and tracking the success of those meetings often become inadequate. Hear how a major healthcare products distributor got a handle on these areas by employing a sophisticated attendee management system.

**Presentation D**

Vendor: eMeetingExperts, Joan M. Buck, CMP, CMM, President

Client: inVentiv Health, Inc., Sandra Russo, Project Manager (Actual client will be present)

Case Study Description: Everyone is in search of a better registration system – but for corporate-mandated meetings, is one even necessary at all? Not necessarily, if all information necessary for an individual's registration is provided to a designated travel agency when air travel is booked. Here's how one company used that concept to full advantage.

**1:15 PM - 2:30 PM**  
**Case Study Group 3**

**Each presentation is 15 minutes in duration.**

**Presentation A**

Vendor: EventRegister

Client: NATO Allied Command Transformation

Case Study Description: A huge multinational organization was using an archaic manual registration procedure that created a large volume of administrative work, compromised data security, and made it nearly impossible for event planners to get up-to-date registration information. Could a single solution be found to solve all of those problems? Yes.

**Presentation B**

Vendor: iBAHN, Rick Hulme, General Manager, Enterprise Conference Solutions

Client: Fortune 50 Company

Case Study Description: A large event that requires Internet access over a large volume of space is ripe for attacks from hackers, viruses and worms -- especially when the event is being held by one of the world's largest companies. In many such cases, only a customized solution will really do the job.

**Presentation C**

Vendor: Passkey, Doug Melinn, CMP, Director of Customer Loyalty, Passkey

Client: Mary Kay

Case Study Description: Managing housing issues is a notorious time-eater for planners, and booking housing is often a vexing process for attendees. Both of those problems can be addressed by a single solution.

**Presentation D**

Vendor: RegOnline, Bill Flagg, President

Client: BISys Systems, Debbie White, Planner

Case Study Description: With the registration tools available today, there is no need to use a cumbersome system that can't slice and dice data just the way you need





it. Here's how one company vastly improved its management reporting capabilities.

## 1:15 PM - 2:30 PM Case Study Group 4

Each presentation is 15 minutes in duration.

### Presentation A

Vendor: Cvent, Reggie Aggarwal, CEO

Client: ISES, Mark Zettler, Former President

(Actual client will be present)

Case Study Description: It's not much of a meeting if no one comes. So it's a good thing that today technology provides effective solutions for communicating with potential attendees. This case study describes a dramatic impact on attendance experienced by an association that began using a powerful e-marketing tool.

### Presentation B

Vendor: TalkPoint, Nicholas Balletta, CEO

Client: McGraw-Hill

(Actual client will be present)

Case Study Description: Conferences have a vastly larger potential audience than those who can afford the time and expense of traveling to them. That means offering webcasts can be extremely profitable – provided that the technology used to deliver them is up to the task.

### Presentation C

Vendor: Ungerboeck Systems International, Melinda Mergen, Business Development Manager

Client: Corporate Meeting Planner

Case Study Description: The success of conference managers can hinge on the ability to analyze data accurately and to the fullest extent possible. That can be facilitated, one company found, by employing an event management system that integrates multiple tasks.

### Presentation D

Vendor: Name: WingateWeb, Phil Graham, Director of Channel Sales

Client: RSA Security Conference

Case Study Description: When a conference is fast-growing, its processes and systems can easily become obsolete. In such a case, finding a data-management platform that's flexible enough to accommodate a high degree of customization is an optimal goal.

## 3:15 PM - 4:15 PM Case Study Group 5

Each presentation is 15 minutes in duration.

### Presentation A

Vendor: Lenos Software

Client: TBD

Case Study Description: TBD

### Presentation B

Vendor: Techneat, Maged Mohamed, CEO

Client: Conference Organizer/Planner

Case Study Description: Wouldn't you like to know how many attendees are showing up for sessions – and know it in real time, so you can, say, change a room setup on the fly? Wouldn't you like to provide similar counts to exhibitors on the show floor and caterers preparing meals? Well, it's not just wishful thinking.

### Presentation C

Vendor: A.C.T. Inc./EXPOCAD

Client: Major Trade Show Organizer

Case Study Description: A major trade show organizer wanted to eliminate challenges of a marked up floor plan map during space draw and reduce the exhibitor's time spent at space selection, eliminate the conversion time on having updated floor plans, as well as, improve efficiencies in processing sales through their accounting department. See how all of this and more was accomplished through the implementation of cutting-edge technology tools.

### Presentation D

Vendor: TBD

Client: TBD

Case Study Description: TBD

## 3:15 PM - 4:15 PM WebCasting/Video Conferencing

There are several technologies which meeting planners can use to extend the reach of their events or to create entirely new events aimed at Internet audiences. This session will discuss the technologies behind webcasting and video conferencing and how they may be applied to physical and virtual meetings.

Speaker: TBD

After this session you will be able to:

- Know how an interactive Webcast works
- Know how a video conference works
- Know what applications are well suited to an interactive webcast when to use webcasting versus video conferencing
- Know how to merge video conferencing with webcasting
- Know how to measure the return on investment (ROI) of your online events
- Know what to budget for online events.
- Approach webcasting / video conferencing vendors and ask appropriate questions based on your needs to help determine which solution is right for you.

This session is applicable to the following attendee types:

- Corporate
- Association
- Tradeshow
- Technology Level-Beginner - Advanced



### 4:30 PM - 5:30 PM Event Marketing

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Effective communication and marketing tools are essential components for successful meeting and events. In today's business environment, integrated campaigns yield the most traction and response rates. This tutorial will explain the benefits event marketing systems and how to utilize their features to reach and exceed your marketing goals. Whether a planner is marketing a paid event or trying to organize internal events there are many systems that can be helpful.

*Speaker: Reggie Aggarwal, Founder & CEO, Cvent*

After this session you will be able to:

- Utilize various meetings technology tools to achieve your marketing goals.
- Learn effective methods to increase attendance at your next event.
- Select the appropriate vendor or use existing technology to accomplish your marketing goals.

This session is applicable to the following attendee types:

- Corporate
- Association
- Tradeshow
- Technology Level-Beginner - Advanced

### 4:30 PM - 5:30 PM Registration Systems Part II

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This session will focus on the evolution of registration systems into conference management systems including : speaker management, tradeshow management, lead generation, customer relationship management as well as other benefits and features. Focus will be directed towards utilizing different registration systems to solve strategic business objectives.

*Speaker: Kristin Warren, CMP, President, K Group, LLC.*

After this session you will be able to:

- Identify the different registration system modules available to support conference management
- Determine how evolving registration systems can support your entire conference
- Provide effective reporting and ROI to support your company's business goals

This session is applicable to the following attendee types:

- Corporate
- Association
- Tradeshow
- Technology Level-Mid-level - Advanced

**Please log on [www.meetingstechexpo.com](http://www.meetingstechexpo.com) for more information.**