



32ND NACS ANNUAL CONVENTION – VIRTUAL GATHERING

Reconnecting as a Community

Wednesday, June 23 – Thursday, June 24, 2021

CONVENTION PRESENTED BY ASM GLOBAL

Schedule of Events and Registration

Convention Presented
by ASM Global



Call Today!

1-800-728-6227

info@nacslive.com

nacslive.com

NACS

National Association of Consumer Shows



32ND NACS ANNUAL CONVENTION – VIRTUAL GATHERING

Reconnecting as a Community

SCHEDULE OF EVENTS

WEDNESDAY, JUNE 23

11:15 – 11:45 am EST

Virtual Networking Session

11:45 am – 12:00 pm EST

Welcome and Opening Remarks

12:00 – 12:55 pm EST

Opening Keynote: The Three Mindsets and How They Impact Your Culture

Presented by Mike Rodriguez

You've spent years developing your culture; Now the question is "does your team have the right mindset or are they just going through the routine of their job?" Through an engaging and inspiring presentation, leadership and sales strategist Mike Rodriguez will share key strategies to identify what is holding you back from becoming the organization you and your clients deserve.



If you have an Amazon Alexa, you can have our keynote speaker "inspire you" along with Tony Robbins, Simon Sinek, and others. Mike Rodriguez is a business and life strategist, who has been featured on CBS, U.S. News & World Report, Fast Company, and Success magazine. He is also a best-selling author who has written 13 books and more than 75 articles. Mike has lectured at many universities including Baylor University, UGA, Louisiana Tech and K-State Research, and his clients include Bank of America, Hilton, Reuters News Agency, McDonald's Corporation, as well as many others in countries around the world.

12:55 – 1:00 pm EST

Exhibit Hall Break

1:00 – 1:55 pm EST

VenueShield, ASM Global's Proprietary Health and Environmental Safety Plan

Presented by Bob McClintock, the Executive Vice President of Convention Centers for ASM Global



ASM Global has a unique perspective in that they have properties all over the world. McClintock will provide attendees with a global look at how the pandemic is being governed in different regions across the United States in terms of access to your facilities and the steps that the different facilities are having to take to be open to the general public. McClintock will also speak of ASM Global's proprietary health and environmental safety program, VenueShield, and how each of their venues are preparing to work with their state and local officials to safely welcome our guests back.

1:55 – 2:00 pm EST

Exhibit Hall Break

2:00 – 2:55 pm EST

COVID Toolkit For Moving Forward

Presented by Jacqui McGuinness, JBM and Associates; and DeeDee Taft, Spin Communications

From safety and logistics to media messaging and mental resilience, we will share survival stories as well as a comprehensive toolkit for moving forward post COVID, which will include a COVID-19 safety response plan, signage samples, TV/radio/digital advertising, confidence videos and more.



Jacqui started her career in the radio industry in Massachusetts. After a brief stint working in Public Relations for a natural history museum, she worked as the Marketing Manager for the Worcester, MA Telegram, a large city newspaper. She was hired by SMG, a facility management company, to be part of the grand opening team at the Broward County/Ft. Lauderdale Convention Center. A year later, she was recruited to Rhode Island as the Director of Marketing & Public Relations at the Rhode Island Convention Center. She was responsible for the grand opening events and then moved to Philadelphia to work in marketing for the City's arena. In 1995, Jacqui was recruited to a company in Charlotte where she built an events team and managed more than 70 city-wide conventions over six years. These events took her all over the country and internationally as well.

In 2001, Jacqui decided to resign and take a break. She traveled to New Zealand and Australia, Peru and the Dominican Republic, before founding JBM & Associates in Charleston, SC. Jacqui is a member of the NACS Board of Directors.



DeeDee Taft brings nearly 20 years of public relations expertise to her agency. She is a creative thinker with exceptional media relations capabilities. As principal, she oversees and is an active team member on all major accounts. Her passion is prevalent with each and every client. From sporting events to the automotive industry, she still gets excited about a great story placement.

DeeDee sits on the board of directors for the National Association of Consumer Shows and is an active member of the Public Relations Society of America, Motor Press Guild (MPG) and the International Council of Shopping Centers (ICSC). Her dedication to the non-profit arena includes leading the public relations efforts for Marin Cancer Project, One Warm Coast, Muttville, Big Brothers Big Sisters of San Francisco and the Peninsula, Leukemia Lymphoma Society – Team in Training and American Cancer Society, to name a few.

2:55 – 3:00 pm EST

Exhibit Hall Break

3:00 – 4:00 pm EST

Re-Inventing Your Events: Moving from Pivoting to Pioneering

Presented by Rachel Trice, CFEE – Chief Marketing Officer/SVP Strategic Partnerships, Home Builders Association of Metro Portland

The event industry has been hit hard in these COVID-19 pandemic times, putting it mildly. Event professionals have improvised, spun, bartered, waited patiently and most importantly – pivoted. We are exhausted from the heroic efforts, yet also pretty proud of our innovations. Ideas generated during these non-traditional and chaotic times can be our fuel for future growth. What lessons have we learned to propel us into the next years of the event industry? Our session will review real-life event scenarios encountered by the HBA of Metro Portland in 2021 and our key takeaways to help you go from pivot and reaction mode to pioneering!



Using her unique combination of seasoned experience in a variety of areas – branding strategy, tourism marketing, festival and event marketing and management, community and governmental relations, membership programs, fund development, sponsorship and grant development, parks and recreation funding and non-profit and association management – Rachel crafts ground-breaking public relations, events, marketing and fundraising programs. With her leadership insight, volunteer and staff management experience and collaborative client service style, Rachel can lead the team to execute a successful outcome.

For more than two decades Rachel has championed events, marketing and sponsorship, learning the art of the deal, the operational secrets of events and understood the passion and grit it takes to pull off a win. She's managed and motivated the staff, volunteers and board of directors when needed. As an entrepreneur, she's learned the art of balance between risk and conservatism.

4:00 pm EST

Q&A Jump Chat with Carolyn Alt and Rachel Pepper.

Review the day's presentations or bring something new to the table to discuss with convention attendees.

THURSDAY, JUNE 25

11:15 – 11:45 am EST

Virtual Networking Session

11:45 am – 12:00 pm EST

Welcome and Opening Remarks – NACS Annual Meeting

12:00 – 12:55 pm EST

Keynote: The Digital Consumer: How Today's Buyer has Changed and What Your Business Must Do About It.

Presented by Marcus Sheridan

More than any other time in the last 100 years, the buyer of today has made a dramatic shift in the way they make purchasing decisions. Unfortunately, many companies haven't adapted to this shift and are not prepared for the continual evolution of this "digital consumer." In this talk, Marcus Sheridan brings clarity to the way buyers have changed and exactly what companies must do to align themselves with this shift in buyer patterns and take advantage of the digital age. This includes how companies are using video to build their brand and significantly drive sales and marketing revenue in the process. Sheridan will also discuss exactly how any organization, regardless of size, can develop its own culture of video and experience incredible results.

In this talk, attendees will:

- Learn the shift that has happened with today's buyer and what that means for sales and marketing departments going forward
- Discover exactly what types of content and messaging truly induce trust to move the customer toward a purchase decision
- Find out how video and visual learning is impacting the buying process and discover how to integrate video into the sales process to improve closing rates while decreasing sales cycles.
- Learn how to set up an in-house "media company" and engage your team in the process.



Marcus Sheridan is a highly sought-after international keynote speaker known for his unique ability to excite, engage and motivate audiences. In 2017 Forbes named Marcus 1 of 20 "Speakers You Don't Want to Miss." He has been dubbed a "Web Marketing Guru" by the New York Times and featured in Inc., The Globe and Mail, Forbes, and more. As founder and president of The Sales Lion, which recently merged with IMPACT in 2018, Marcus has established one of the most successful digital sales and marketing agencies in the country. Within his speaking company, Marcus Sheridan International, Inc., he gives more than 70 global keynotes annually, where he inspires audiences in the areas of sales, marketing, leadership, and communication. Mashable rated

his book, "They Ask, You Answer," the "#1 Marketing Book" to read in 2017. Forbes listed it as one of "11 Marketing Books Every CMO Should Read."

12:55 – 1:00 pm EST

Exhibit Hall Break

1:00 – 1:55 pm EST

Post-COVID Exhibitor Relations

Presented by Les Gray, Southeast Productions; and Melissa Miller, Gulf Coast Shows

The impact of COVID-19 changed the way we producers have communicated with exhibitors because of the uncertainty and confusion surrounding expectations. Communicating with exhibitors became an ongoing dialogue that allowed us to better understand their needs and to build stronger relationships. In many cases just it was an opportunity to ask about their well-being and health and how they are holding up in these hard times humanizing what was a mere business transaction in the past. This presentation will address how the COVID-19 humanized our shows.



Les is President of Southeast Productions, Inc. which manages a portfolio of eight well-established consumer tradeshow events throughout North Carolina and Virginia specializing in Boat & Fishing products. They also manage a holiday gift show in the Raleigh, NC. All of their annual events have a 10+ year presence in their markets with the flagship event ... The Mid-Atlantic Boat Show in Charlotte... celebrating its 48th year and is one of the largest marine product showcases in the Southeast. Les is a Past President of the NACS, currently serves on the NACS Board of Directors, and is a long-time supporter of the industry and association.

1:55 – 2:00 pm EST

Exhibit Hall Break

2:00 – 2:55 pm EST

Ticketing / Box Office Adaptations & The Role Social / Digital Media Plays During the Pandemic

Presented by Benny Feehley, Alastair Gracie, Larry Stockhausen & Greg Bojko of AdStrategies

Many shows have eliminated or minimized on-site box offices and moved the majority of ticket sales to advance/ on-line. Messaging and social media management is more critical than ever before, playing a major role in consumer confidence to attend a show.

2:55 – 3:00 pm EST

Exhibit Hall Break

3:00 – 4:00 pm EST

Attending to Your and Your Employees' Emotional Needs During a Pandemic

Presented by Carilyn Ellis, Psy.D., MSCP

The Covid-19 pandemic has had significant impacts on the members of the National Association of Consumer Shows. Shows across the country have been streamlined, reduced in size or canceled altogether. Members of our NACS family have gone out of business, and others are fighting daily to keep the lights on and employees employed. The last year has had a comprehensive impact on every domain of our lives. Dr. Ellis will talk about the emotional and cognitive impact of prolonged stress and uncertainty, and steps we can all take to help both ourselves and those around us.



Carilyn Ellis is the current president of the Oregon Psychological Association. She specializes in psychological and therapeutic support services for depression, anxiety and trauma.

4:00 pm EST

NACS Virtual Happy Hour

CONVENTION PRESENTED BY ASM GLOBAL



147 SE 102nd Ave., Portland, OR 97216, or Fax 503.253.9172
Questions? Call NACS at 800.728.6227 or 503.253.0832 • www.nacslive.com • info@nacslive.com

32ND NACS ANNUAL CONVENTION – VIRTUAL GATHERING

Wednesday, June 23 – Thursday, June 24, 2021

Please complete the following information and return with payment to NACS. One attendee per form, please.

Name (Include all designations) _____ Position Title _____

Company/Organization _____

Mailing Address _____ City _____ State _____ Zip _____

Business Phone _____ Badge First Name _____

Email _____ Website _____

Is this your first time attending an NACS Convention? Yes No

Please tell us your role in the Consumer Show Industry Show Producer Facility or Supplier to the Show Industry

Registration – Select One:

NACS Member \$50.00

Non-Member \$75.00

1 Registration Amount \$ _____

Payment (in U.S. funds)

Check (payable to NACS) Visa MasterCard American Express Discover

Card # _____ Exp. Date _____ Amount Authorized \$ _____

Name on Card _____ Signature _____ CVV _____

Card Billing Address _____ City _____ State _____ Zip _____

Email Receipt to: _____

Cancellation Policy

Cancellations received on or before June 18, 2021 will receive their total fee minus a \$15 administrative processing fee. Cancellations received after June 18, 2021 and no-shows will not receive a refund. In the event of inadequate registration, weather problems or other events beyond NACS' control, the convention may be moved or canceled. Should this occur, an attempt will be made to contact all registrants and fees will be refunded. No discounts or refunds are given for partial attendance.

Registrant agrees to grant NACS and Update Management the right to photograph or video Registrant during participation in the event. Registrant understands that any photographs or recordings may be used by NACS and Update Management for marketing and promotional purposes, at their sole judgment and discretion, without compensation or credit to Registrant.

Please mail or fax this registration form with payment to: National Association of Consumer Shows (NACS)

147 SE 102nd Ave., Portland, OR 97216, or Fax 503.253.9172

Questions? Call NACS at 800.728.6227 or 503.253.0832 • www.nacslive.com • info@nacslive.com

