Exhibitor Seminar Registration Form

Virginia Society of Association Executives

Fall Marketplace Trade Show
Thursday, October 1, 2009
The Greater Richmond Convention Center, Richmond, VA

Please type or print legibly: ***ONE FORM PER BOOTH SPACE***

Exhibiting Firm Name: _____

Name:_____ Session: _____ GS: ☐Yes ☐No

Name:_____ Session: _____ GS: ☐Yes ☐No

Name:_____ Session: _____ GS: ☐Yes ☐No

Show Agenda

7:30 am	Registration (Exhibit registration and set up are also open 9/30 from 4-7 p.m.)
9:00-10:10 am	Breakout Sessions (below)
10:10 - 10:30 am	Morning Refreshment Break
10:30 - 11:30 am	General Session
10:45 am	Lunch available – Ballroom
11:30 am	Exhibits Open – Ballroom
2:15 pm	Grand Prize Drawing – Ballroom

Please note:
Space in sessions is limited.
Please let attendees/executives have seats first!

9:00-10:10 am - Breakout Sessions: (Choose one – list above)

- **How to Do More for Le$$ with Your Event Food & Beverage Plan – Without Lessening "The Experience" – Mr. Dave Gabri**
  Associated Luxury Hotels International's President & CEO, Dave Gabri, leads a lively panel discussion with a variety of property representatives and planners to discuss best practices and ideas to maximize impact and save money.
- **How to Use Social Media to Drive Attendance to Your Meetings or Events – Mr. Nhat Pham**
  We know you need to drive more attendance to your Meetings & Events. Ever thought of using Social Media to achieve this goal? Nhat Pham of SuccessWerks will show you cost effective strategies to increase visibility and get people to engage weeks and months before your event. Tools like Twitter, Facebook, LinkedIn and YouTube allow you to promote, engage and spread the word. The best part is they are FREE!
- **What Keeps You Up at Night? A Moderated Discussion for CEOs – Moderator Bob Ramsey, CAE**
  Is the economy, shrinking membership, financial concerns or other factors keeping you awake at night? Learn from your fellow CEOs what their number one challenge is and how to manage it effectively. You will learn what obstacles CEOs face running an association in today's changing climate. Experts will address each concern sharing proven solutions and actions on how to cope with or overcome the challenges.

10:30-11:30 am - General Session (GS): (Check box above if attending.)

It's the End of the World As We Know It and I Feel Fine – Mr. Warren Macdonald
(Provided by Powell Kohne Associates, LLC)
Take a lesson from someone who has seen his world change on a scale few could imagine… Waking from the operation that claimed both legs, Warren woke to a whole new world, a whole new reality. Warren will share the lessons and tools he's used to create a remarkable life from what many would have considered a "game over" scenario. One of life's certainties is that nothing stays the same; the current economic crisis is cold, hard evidence of that. Creating a mindset that seeks solutions, and looks for opportunities rather than obstacles amidst uncertainty may well be the best investment you'll ever make.

10:45-11:10 am - Lunch: To assist you in eating lunch prior to the opening of the show on October 1st, lunch will be served for exhibitors from 10:45-11:10 am.

Register by mail, fax or e-mail.
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