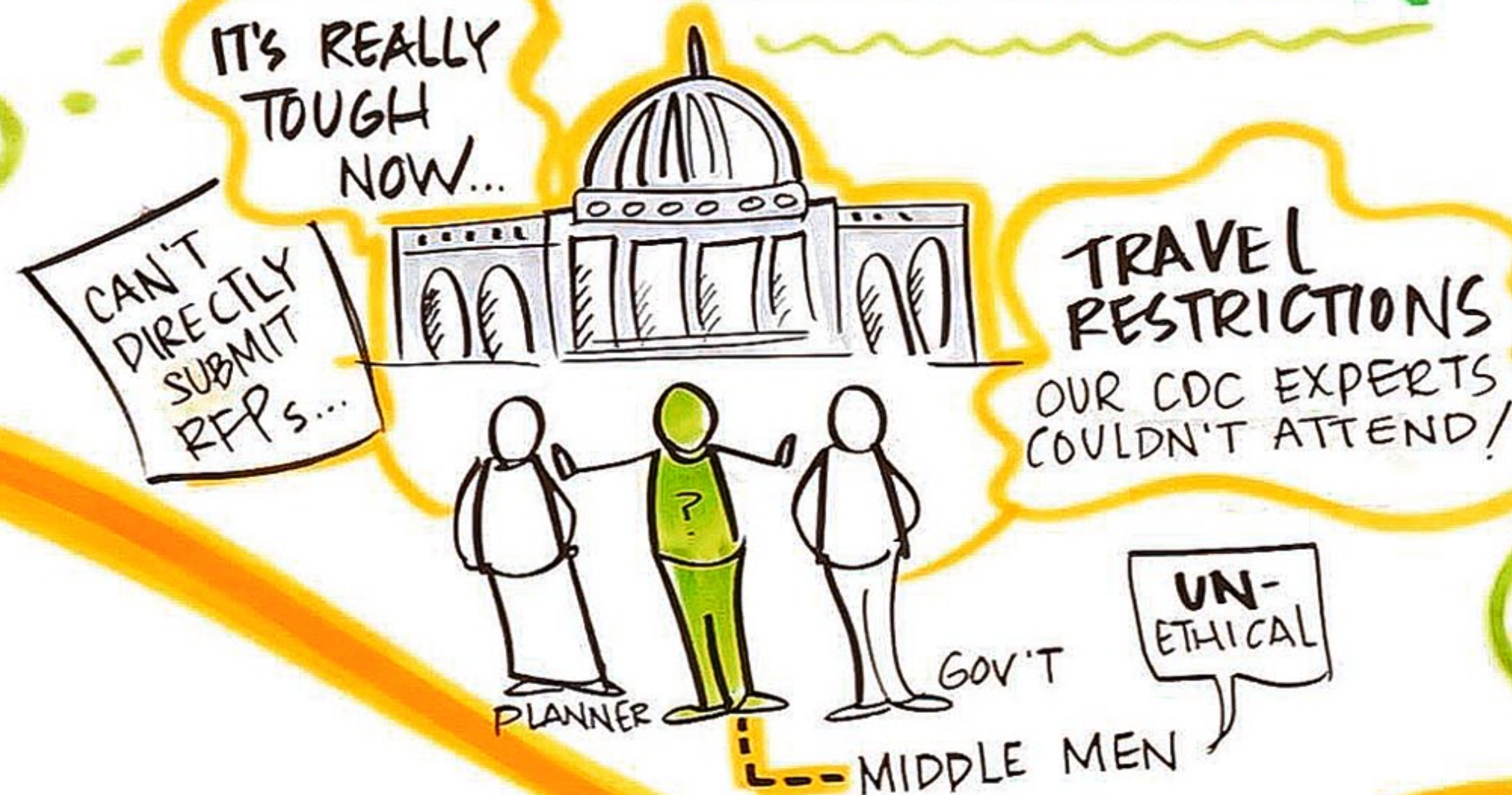


MEETING industry TRENDS

DEMOGRAPHICS are CHANGING



SEQUESTRATION



ECONOMY IS GOING UP!

BANDWIDTH (WI-FI)

DEFINE the USER GROUPS

- 1 Presenters (consistent)
- 2 Exhibitors (basic + upgrade option)
- 3 Basic only

MUST

COLLECT USAGE DATA

CONTRACT

MPBS

BUDGET

WE ARE ALL HEAVY USERS

WHAT DOES FREE-WIFI REALLY MEAN?

the STARBUCKS EXPERIENCE



KEY ISSUES

BIG HAIRY PROBLEMS

EVOLVING TOWARDS

★ RE-EDUCATING OUR BOARDS TO BOOK 10, 15, 20 YEARS OUT



★ HOTELS: 1ST OPTIONS JUST DISAPPEAR

WALK the WHOLE GROUP FOR BETTER BUSINESS

★ COMMUNITY NOT a COHESIVE PACKAGE

★ AIRFARE LIFT IMPACTING CITY CHOICE

STATUS BAGGAGE FEES PREMIUM SEATS

\$425 10% INCREASE

OTHER ..WORDLY..

DEMAND is STRONG · CHANGES HAPPEN SO QUICKLY

★ HOW DO YOU CONTROL COSTS + BUDGETS?

★ INCREASING COSTS... TECH LINENS

★ SPONSORS HOW DO YOU CONNECT WITH the RIGHT AUDIENCE?

★ DECREASE in EXHIBITOR

HOW TO SOURCE NEW LEADS? KEEP IT LOCAL?

ACADEMIA

★ TAX DOLLARS VS. PERCEPTION

IM NOT on VACATION... BUT SALT LAKE is a COOL CITY.

★ WI-FI COSTS are INCREASING

★ UBIT INCREASE

★ DIVERSIFY CORPORATE REVENUE STREAMS to keep healthy

★ NICKELED and DIMED by CONVENTION CENTERS

★ PARTNERING WITH OTHER SHOWS

ISSUES WITH SHARING LIABILITY & PROFITS

...WHAT is the RIGHT FORMULA?

★ PAY BMI and ASCAP

★ DRIVE to MEMBERSHIP COST → CONTENT CURATION!

ASSOCIATION

graphic footprints!