

The logo for CEMA, with the letters 'C', 'E', 'M', and 'A' in blue, red, blue, and green respectively.

CORPORATE EVENT
MARKETING ASSOCIATION

SUMMIT 2009 SAN DIEGO

July 19-21 **Hard Rock Hotel** San Diego, CA

SUNDAY, July 19

3:00 pm – 8:15 pm
2nd Floor, The Edge

CEMA Lounge

Registration and Internet Café

Sponsored by:

Alliance Tech, GES and Opus Solutions

6:00 – 6:45 pm

San Diego Convention Center Terrace

VIP Welcome Reception for First Time Attendees

(By Invitation Only)

Executive Reception

(By Invitation Only)

6:30 pm

2nd Floor, The Edge

Meet in the CEMA Lounge for escort to the Welcome Reception — Look for the Rock Star

6:45 – 8:15 pm

San Diego Convention Center Terrace

Welcome Reception for All Attendees

Receptions sponsored by:

San Diego Convention Center Corporation

Centerplate

Port of San Diego

San Diego Marriott Hotel & Marina

Manchester Grand Hyatt

Hilton San Diego Bayfront Hotel

Omni San Diego Hotel

Pacific Event Productions, Inc.

Hard Rock Hotel

Petco Park

AV Concepts

NeoVision

MONDAY, July 20

7:30 am – 5:00 pm

2nd Floor, The Edge

CEMA Lounge

Registration and Internet Café

Sponsored by:

Alliance Tech, GES and Opus Solutions

7:30 – 8:30 am

4th Floor, Woodstock

Networking Breakfast

Sponsored by:

AV Concepts and GO West Events and Multimedia

8:45 – 9:15 am

2nd Floor, Legends

Welcome CEMA President, Ric Peeler

9:15 – 10:15 am

2nd Floor, Legends

Keynote Lee Levitt, Director, IDC

IDC's Lee Levitt will present a blueprint for success in this turbulent economy, outlining the key and inter-related functions of marketing, marketing operations, sales and sales operations. A joint focus on better demand generation/lead qualification and sales enablement will allow organizations to deliver the improvements in sales productivity and effectiveness required for survival in 2009 and beyond.

10:15 – 10:30 am

2nd Floor, The Edge

Break

10:30 – 11:30 am

2nd Floor, Legends

Keynote Scott Miller, Corporate Strategist Author of "The Underdog Advantage"

What's it take to get a win in these turbulent times? The tried-and-true approaches to a successful project, event or competition have certainly been tried and simply aren't true anymore. It's the toughest environment ever for incumbents and market leaders. Insurgents, revolutionaries and underdogs hold all the cards now. Scott Miller has developed a unique strategy and leadership framework (and has written the award-winning book, *The Underdog Advantage*) based on the principles of successful insurgent political, business and military campaigns. This approach can change the fortunes of companies, organizations and individuals when traditional approaches have failed.

Sponsored by:

EWI Worldwide

11:45 am – 1:00 pm**4th Floor, Woodstock****Luncheon Keynote****John Halpin,
Marketing Manager, ProCurve
Networking by HP**

The Economic Stimulus Package—much talked about, little understood. Hear what is real and what that means to you as event professionals. This talk will present the opportunity for your customers to access federal stimulus dollars in terms that are realistic and succinct. It will offer suggestions for engagement actions, messaging focus and sales support initiatives as you plan your activities over the next fiscal year.

Sponsored by:*International CES and CompTIA***1:15 – 2:00 pm****Concurrent Sessions:****2nd Floor, Legends****How To Take
Measurement “Facts”
and Transform Them
Into Strategy**

Successful event marketers compile feedback on their program success and try to demonstrate a positive return on investment. Yet a sizable gap often remains between event measurement results and their potential use in marketing program development. Based on a fictional event, this session will discuss how to develop strategic and compelling marketing programs using a real world measurement approach. Attendees will come away with a stronger understanding of how to leverage their measurement data for improved program success.

Speakers:**Paula Belicove**

Interim Director of Marketing, RSA,
The Security Division of EMC

Ian Sequeria

EVP, Exhibit Surveys, Inc.

2nd Floor, Encore 1 & 2**Your Digital Gameplan:
Data and Insight
To Achieve Higher
Program ROI**

Your exhibit marketing and sponsorship playbook needs this data. Join two of the event industry's most respected digital experts for a review of key findings from the seminal Digital + Exhibit Marketing Insights 2009 report, co-produced by the Center for Exhibition Industry Research and George P. Johnson experience marketing. The first comprehensive benchmarking and best practice study of how the exhibit marketing community is leveraging digital platforms, the findings from this report (based on input from hundreds of industry leaders) will give you the data you need to allocate your traditional and digital spend more efficiently to maximize portfolio performance. Special attention will be made to specific action steps you can take right now to achieve higher ROI using digital in your own event-based marketing programs.

Speakers:**Paul Salinger**

VP Marketing, Oracle

Kenny Lauer

George P. Johnson Experience Marketing

2:00 – 2:15 pm**2nd Floor, The Edge****Break****2:15 – 3:15 pm****2nd Floor, Legends****Keynote****Greg Seremetis,
Director of Marketing, Petco**

Come Here! - Sit! - Wanna Treat?...How Petco acquires, retains, and stays relevant with consumers through Event Marketing.

3:30 – 4:30 pm**4th Floor, Woodstock****Roundtable Reception**

Join us for this fast paced, interactive opportunity to meet our industry's best partners. Food and beverages will be served. Attendees who visit all sponsor tables and exchange electronic contact information will be eligible for a drawing for a 3 night stay at the Hilton Waikoloa.

Sponsored by:

Alliance Tech, AV Concepts, H.B. Stubbs Companies, Impact Unlimited, Kentucky Trailer Technologies, Las Vegas Convention & Visitors Authority, MC2 and TechWeb Events

6:00 – 8:00 pm**Petco Park**

**Across the street from Hard Rock Hotel
Dinner**

7:05 pm**Petco Park**

Across the street from Hard Rock Hotel

**San Diego Padres vs.
Florida Marlins****Sponsored by:**

*Las Vegas Meetings by Harrahs
Entertainment and Suite Access*

TUESDAY, July 21

7:30 am – 5:00 pm
2nd Floor, The Edge

CEMA Lounge

Registration and Internet Café

Sponsored by:
Alliance Tech, GES and Opus Solutions

7:30 – 8:45 am
4th Floor, Woodstock

Networking Breakfast

7:30 – 11:30 am
Espresso Cart

Sponsored by:
Exhibitor Publications

7:30 – 8:45 am
2nd Floor, Encore 3

Executive Breakfast

(By Invitation Only)

9:00 – 10:00 am
2nd Floor, Legends

Keynote **Mike Harris,** **Group Vice President,** **Technology & Service Provider** **Research, Gartner** **The Future of IT: How to Anticipate Coming Changes in Information Technology**

Successful marketing in the Information Technology industry will require a clear understanding of significant shifts in technology and purchasing behavior. CFO's will not willingly relinquish the power they concentrated during this recession, yet social networks, mobility, and other consumer-driven technologies will increasingly be purchased by individuals and business units. This has significant implications for the target audience for the IT exhibition and events industry.

10:00 – 10:30 am
2nd Floor, Legends

CEMA— Introduction of New Board Members and Committee Updates

10:30 – 10:45 am
2nd Floor, The Edge

Break

10:45 – 11:45 am
2nd Floor, Legends

Technology Shoot Out

Experience fast paced demos of current Event technology. Attendees will vote on the best technology.

Sponsored by:
Active Networks, BusyEvent, George P. Johnson Experience Marketing, GESI and Opus Solutions

11:45 am – 12:45 pm
4th Floor, Woodstock

Networking Lunch

Sponsored by:
H.B. Stubbs Companies

1:00 - 1:45 pm
**Concurrent Sessions:
 Best Practices on a Global Activation**

2nd Floor, Legends

Pit Lane Park— High Tech Emotions

Intel provides the BMW Sauber F1 Team with the processor technology to help design, test, and build race cars capable of achieving success on the ultra-competitive Formula One circuit. F1 racing fans are wildly enthusiastic about their sport, but their desire for proximity is usually met with a veil of secrecy from the F1 teams. BMW and Intel saw that as a significant opportunity, and Pit Lane Park was designed to provide an authentic insider's view. The goal was to be approachable and emotionally relevant to fans. Intel saw Pit Lane Park as the ideal platform to showcase its technology, create brand relevance and preference in partnership with the BMW Sauber F1 Team.

Speakers:
Harald Wilhelm
 Group Manager, Corporate Events,
 Intel Corp.

Marc Wilson
 Group Account Director, Vitrobertson

2nd Floor, Encore 1 & 2

Finding the Right Mix— a GE Energy Case Study

Explore how GE Energy is moving away from industry trade shows in favor of more customer events including GE Days, State-of-the-art sessions, Technical Conferences, and pay-to-attend users conferences.

Speaker:
Jim Flakus
 Marketing Communications Program
 Leader, GE Energy

2:00 – 2:45 pm**Concurrent Sessions:****2nd Floor, Legends****Leveraging Technology to Enhance Networked Thinking: HP Global Event Marketing Portal**

HP's Global Event Marketing Portal is an outstanding case study of how to leverage technology to enhance networked thinking within an organization—creating brand alignment and organizational efficiency internally that subsequently enhance external business results. This session showcases HP's success to inspire corporate event marketers to share in the improvements made by HP in using technology to evolve their event marketing program. The HP Global Event Marketing Portal is a centralized resource created by Corporate Event Marketing for HP Event Marketers and approved HP vendor partners worldwide. It provides a core repository of Event and Tradeshow information like brand guidelines and templates, web-based training, scalable staging guidelines and online ordering tool as well as productivity tools to improve the execution of HP events and trade shows, promote the integration and implementation of HP's brand standards, and lower the cost of executing HP events worldwide. More than 1,500 HP Event Marketers and HP vendor partners representing 62 countries utilize the HP Global Event Marketing Portal.

Speakers:**Marie Cottrell**

Event Marketing Manager, HP

Joe PanepintoVP, Senior Communications Consultant,
Jack Morton Worldwide**2nd Floor, Encore 1 & 2****Big Red Going Green: What Oracle Is Doing to Become a More Sustainable Enterprise**

Partnering with federal and state agencies and voluntary organizations, Oracle has become a leader in the software industry on energy and environmental issues. Its management promotes green practices by minimizing resource utilization, emphasizing sustainable resources, and minimizing and recycling waste, believing that information and efficiency are at the core of the green enterprise. Oracle will continue to develop practices and products that adhere to these principles and help protect the environment.

Speaker:**Jodi Morrison**Senior Director, Event Marketing
Technology & Operations, Oracle**2:45 – 3:00 pm****2nd Floor, The Edge****Break****3:00 – 3:45 pm****2nd Floor, Legends****Live "ASK CEMA" Panel**

Moderated by Ric Peeler, Director, Corporate Marketing Strategy, Intel, this interactive session will provide an opportunity to ask panelists and peers your most urgent questions and advice regarding your programs.

Panelists include:**Jeff Kaplan**VP, Global Events, Discovery
Communications**Kathy Sulgit**Director, Corporate Events
Marketing, Cisco**Kim Hernandez**

Marketing Director, Satellite Healthcare

3:45 – 4:30 pm**2nd Floor, Legends****Keynote****Charisse Brown,
Director of Corporate
Sponsorship, Make-A-Wish
Foundation of America,
Life Changing Events****4:30 – 4:45 pm****2nd Floor, Legends****Closing
CEMA President,
Ric Peeler****6:30 – 8:00 pm****4th Floor, Woodstock****Networking Dinner
and War Stories****8:00 – 10:00****4th Floor, Woodstock****CEMA Palooza**

Join us for an interactive night of music and fun!

Sponsored by:*Nth Degree and PSAV*

CEMA reserves the right to make changes to the agenda. Unforeseen circumstances may result in the substitution of a presentation, venue, topic or speaker.