



## 2012 Exhibitor Summit Program

### Monday, April 2, 2012 – LVCC/Renaissance

Registration - 1:00pm – 5:00pm: Registration Desk at Las Vegas Convention Center

Opening Session – 4:00pm – 5:00pm

Defining Success – Your Best SEMA Show Ever

Opening Reception - 5:00pm – 7:00pm: Renaissance Ballroom

### Tuesday, April 3, 2012 – Las Vegas Convention Center

Registration/Breakfast - 7:30am – 8:30am

General Session - 8:30am – 9:15am

Show Programs: The Best of the SEMA Show

Pub Crawl: Inside the SEMA Show - 9:15am – 11:00am

SEMA/ConvExx/Motor Media Staff

One-on-Ones - 11:15am – 12noon

SEMA Membership, Show Management, Sponsorships and Freeman

Break-Out Sessions - 11:15am – 12noon

Show Budget: Watching Your Pennies

Media/PR: How to Host a Successful Press Conference

Lunch - 12:00noon – 1:00pm

SEMA Association Update & Annual Meeting

Break – 1:00pm – 1:15pm

Break-Outs Sessions - 1:15pm – 2:00pm

How to Navigate the Online Exhibitor Services – It Will Make You a Star

Sponsorships: How to Drive Foot Traffic to Your Booth

Booth Design: Making the Right Presentation

One-on-Ones - 1:15pm – 3:00pm

SEMA Membership, Show Management, Sponsorships and Freeman

Break – 2:00pm – 2:15pm

Break-Out Sessions - 2:15pm – 3:00pm

How to Navigate the Online Exhibitor Services – It Will Make You a Star

Sponsorships: How to Drive Foot Traffic to Your Booth

Booth Design: Making the Right Presentation

Break – 3:00pm – 3:15pm

General Session - 3:15pm – 4:30pm

What Do the Buyers Expect?

Tune Up Your Exhibitor Experience Reception - 4:30pm – 6:00pm

**Wednesday, April 4, 2012 – LAS VEGAS CONVENTION CENTER**

Breakfast - 7:30am – 8:30am

SEMA Show Tour – See Your Section & Imagine Your Booth - 8:00am – 9:30am

General Session - 9:30am – 10:30am

Working the Booth for Success

Break - 10:30am – 10:45am

General Session - 10:45am – 12:00noon

Exhibitor Feedback: The Good, The Bad, The Ugly

Lunch - 12:00noon – 12:30pm

One-on-Ones – 12:00noon – 2:30pm

SEMA Membership, Show Management, Sponsorships and Freeman