

33RD NACS ANNUAL CONVENTION

TUESDAY, JUNE 28 – THURSDAY, JUNE 30, 2022

BENSON HOTEL, PORTLAND OREGON



Coming Up Roses

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33RD NACS ANNUAL CONVENTION

Schedule of Events

Tuesday, June 28

12:00 – 3:00 pm

NACS Board of Directors Meeting

4:00 – 6:00 pm

NACS Registration Open

6:00 – 7:30 pm

Welcome Reception – Kick-Off Social Event

All convention attendees, exhibitors, and speakers are invited to this casual and relaxed networking reception to kick-off the 2022 NACS Convention! Enjoy some light food and a cocktail while networking with fellow attendees.

Wednesday, June 29

7:00 – 8:30 am

Continental Breakfast and Vendor Fair

Join colleagues and exhibitors for a light breakfast before our opening keynote session. We encourage our attendees to network with our exhibitors and learn about the many ways our allied partners help us succeed.

8:30 – 8:45 am

Welcome and Opening Remarks

8:45 – 10:15 am

Opening Keynote: Rose City Reunion

Presented by Jeff Curtis, CEO Portland Rose Festival

A perspective on a city in transition with thoughtful connection of hope, and iconic floral brand and its official festival driving Portland's recovery and resurgence.



Jeff Curtis wants people to have fun. As the CEO of one of the world's most tenured special events, the Portland Rose Festival, he knows that events are essential at defining and uniting a community and that fun plays a fundamental role in successful celebration. He also knows that it can be hard work to provide people a safe and memorable place to play.

A past chair of the International Festivals & Events Association--the trade organization for the world's great events, and over a decade on the IFEA Board serving its Foundation Board and World Board, --Jeff has a wealth of insight into the shared challenges and rewards of the events profession, something he has experienced first-hand during his twenty-two years at Rose Festival. He began his events career in major league sports before revolutionizing Rose Festival's sponsorship sales efforts as its Director of Sales & Marketing.

As the festival's CEO for the past fourteen years, Jeff has successfully overseen three major strategic efforts, including seeing Rose Festival through the celebration of its heralded centennial and the subsequent downturn in the economy. During his tenure, the festival remodeled its board governance, transitioned to a 501(c)3 nonprofit and was finally named the Official Festival of the City of Portland, more than a century after its inception. Working closely with the city, Jeff was able to broker the festival's first-ever stable headquarters, an ideal location in the center of Portland's Waterfront Park. In addition, he has built the

organization's financial reserves and provided organizational stability through his reliable, calm and competitive goal driven approach to leading.

With a leadership style that combines business acumen with good humor, Jeff successfully emphasizes collaboration and teamwork to achieve the Rose Festival's continued prominence in both the Portland community and the people-centric world of special events.

10:20 – 11:20 am

Panel Discussion: What Incentivizes You to Exhibit in a Show

11:20 – 11:40 am

Networking Break and Vendor Fair

11:40 am – 12:45 pm

Networking Lunch with Exhibitor Introductions

We will enjoy lunch and camaraderie with peers during our relaxed hosted networking lunch.

12:45 – 2:00 pm

Getting the Balance Right, When to Adopt a New Technology

Presented by Stewart Buchanan, Founder, EventsPass

In this ever-digitizing world, Consumer Show Producers are faced with an abundant array of new technologies at their disposal, but as businesses that operate with lean teams, often filled with generalists, learning and operating each new solution comes at a cost. In this presentation, Stewart will outline how you can identify the areas of your business where you should invest, how to estimate the ROI on adopting a new technology, and a number of tactics and strategies to reduce the burden of implementing and managing them.



Stewart has a background in advertising, branding and market research honed over a decade working both agency and client-side, and he loves to innovate. So much so, that when he saw emerging disruption across the ticketing sector, he decided to do something about it. Ultimately, he founded a tech start-up aimed at developing a ticketing and registration solution designed to break new ground for exhibitions, fairs, and conferences.

Working with a passionate team of developers and industry professionals he brought to fruition the EventsPass; a new and contemporary ticketing and registration solution for events that delivers greater ROI for all stakeholders.

5-years, hundreds of events, thousands of vendors, and millions of tickets later, EventsPass is now delivering for event producers in the US, the UK, Australia and New Zealand.

2:00 – 2:20 pm

Networking Break and Vendor Fair

2:20 – 3:00 pm

Portland Coffee Roasters: 25+ Years of Building Positive Human Connections Through Great Coffee.

Presented by Eva Attia, Vice President, Sales, Marketing & Retail, Portland Coffee Roasters

Portland Coffee Roasters has built a successful business and brand over 26 years by focusing on people, relationships, and improving our communities locally and globally. Eva will focus on how we've built a multi-channel coffee brand in a heavily saturated market (Portland) by rooting our business in relationships and growing with the goal of improving both people and planet.



Eva Attia is a seasoned specialty coffee professional. She currently works at Portland Coffee Roasters on the executive leadership team where she brings to the company 25 years of experience building brands and businesses.

Prior to joining Portland Coffee Roasters, Eva spent 16 years in retail leadership at a large national specialty coffee and tea brand and has worked as a consultant with various other coffee brands and roasters in the US. For the last 6 years Eva has overseen marketing, sales, retail, learning and development, and operations support teams at Portland Coffee Roasters.

She oversaw the opening of the company's retail storefronts, first in the Portland airport, and then in SE Portland. She has led the development of the company's growth plan and brand marketing strategy.

Eva has a BA from UC Davis. She is originally from Canada, but has called Portland, OR home for the last 20 years. She started drinking coffee at the age of 17 and hasn't been able to go a day without a cup since then.

3:30 – 4:30 pm

Sip and Ride

Sip and Ride as we travel into Oregon's wine country to our destination, Laurel Ridge Winery. A bus from the Benson Hotel will take you to and from the winery so you can enjoy the wine without the worry of driving!



LAUREL RIDGE

4:30 – 9:30 pm

Laurel Ridge Winery, Carlton, OR

33rd ANNUAL NACS NIGHT OUT TO OREGON'S WINE COUNTRY

Join your colleagues and new friends at the Laurel Ridge Winery in the heart of Oregon's Willamette Valley wine country. Founded in 1974, the winery sits atop a 240-acre farm where you can enjoy incredible views of the vineyard, the coastal mountains, and the rolling hills of Oregon wine country. Experience the farm while sipping distinctive wines and eating dinner al fresco! Luna Contreras, Chef of Chelo, will be preparing your dinner



Thursday, June 30

8:00 – 9:00 am

Continental Breakfast and Vendor Fair

9:00 – 10:00 am

Keynote: Innovation/Pivoting/Understanding the New Normal and Adapting... How we make 1+1 = 3

Presented by Brad Jersey, Vice President, Business Development at Creative Solutions Group and Managing Partner of Industrial Solutions Global

Now that we are all shifting and pivoting post Covid, everyone is looking for answers and finding that right solution in this new world of live events, Brad Jersey shares his insights from a variety of perspectives as a long time show producer, event management organizer, sponsorship activations and new way in looking at fabrication.



Mr. Jersey is a senior manager and transformational change agent with extensive experience in both corporate and privately held organizations where revenue generation and building a positive working environment are keys to success. Brand and agency leadership and oversight around strategy, sales, marketing communications in both B2B and B2C along with extensive sponsorship sales, activation, and experiential marketing including full scale events.

He co-founded and launched two fully integrated sales marketing agencies in different vertical industries. Planned, designed, and executed highly integrated, strategic, full-service sales, sponsorship and marketing campaigns for multiple Fortune 500 companies including; ESPN, American Airlines, PepsiCo, Lexus, Intel, AT&T, Dr. Pepper and The College Football Playoff Association.

Brad is the consummate entrepreneur having seen it all during his 25-year career in the experience marketing and tradeshow space.

He lives here in Portland with his wife Lori and their youngest daughter Skylar (16) who keeps them quite busy as a top ranked barrel racer, roper, and Make A Wish Ambassador.

10:10 – 11:10 am

The Role of Digital and Social Media in Consumer Show Marketing

Presented by Jason Watson, Director of Digital Media and Benny Feehley, Director of Social Media, Adstrategies, Inc.

Consumers are spending more time than ever on Social Media, online and on their devices. To maximize your exposure, you need to capitalize on this with the proper Digital and Social Media marketing strategies.



Jason is a Digital Marketing professional with over 15 years of experience in Digital Marketing, eCommerce, and Marketing Strategy. Jason spent about half of his career in the Ecommerce space with Dollar Tree and Family Dollar websites. This included launching all digital strategies for both brands and optimizing channels based on performance. Jason has spent the last 7 years in the Consumer Show space with Adstrategies. He builds and oversees hundreds of Digital Media plans for Consumer Shows all over the United States. Jason resides in Coastal Virginia with his wife and daughter and when he is not optimizing digital campaigns, he enjoys hiking and spending time at the beach.



Benny is a Duke University educated Digital and Social Media Marketing professional with over 10 years of experience in Social Media Marketing and Marketing Strategy. Benny has spent the last 7 years in the Consumer Show space with Adstrategies. He is responsible for the creation, implementation and monitoring of Organic and Paid Social Media Campaigns for Consumer Shows all across the Country. Benny resides in the Baltimore suburbs with his Bengal cat, Chase and enjoys lighting up a room and frequent trips to the beach. He is jealous that Jason lives there year-round!

11:10 – 11:40 am

Networking Break and Vendor Fair

11:40 – 12:10 pm

Annual Meeting

1:10 – 2:15 pm

Panel Discussion – Paradigm Shift: Transitioning Our Events and Moving Forward



Dave Nielsen fell into association management over 30 years ago after brief initial forays into I.T., advertising and law. He received his CAE in 1997 and was honored as an ASAE Fellow in 2007. For the past twenty years, he has served as the CEO for the Home Building Association of Greater Portland, representing and advancing housing opportunities as well as the residential construction industry at the local, state and national levels. HBA also runs a significant event operation that includes two consumer Home & Garden Show expos, two scattered site home tours, and the original and most successful single-site luxury tour of homes in the country - the Street of Dreams.



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Peter O'Loughlin has climbed Mt. Everest, swam the English Channel and jumped four tall buildings in a single bound. However, he makes his full-time living as a principal partner with O'Loughlin Trade Shows, one of the nation's largest independent show producers when he is not moonlighting as an exotic dancer.

2:15 – 3:15 pm

Open Forum / Idea Board Conversations / Your One Take Away

Ending the week with a conference favorite, this session is a great opportunity to share personal experiences and network with peers. Following two days of thought-provoking seminars from industry experts, there will be a lot to discuss in terms of best practices, horror stories (and how to avoid them), and tidbits we can all take back to the office to make our jobs a little easier. We only get to have dedicated time with like-minded professionals once a year, and this session allows us to take advantage of the collaborative brain trust around us. Moderated by Carolyn Alt

3:15 pm

Convention Concludes



IMPORTANT CONVENTION DETAILS

Location & Lodging

All activities of the 2022 NACS Convention will take place at Benson Hotel Portland — located at 309 SW Broadway, Portland, OR 97205, with the exception of the evening functions which will be held offsite (details provided to registered attendees).

NACS has secured discounted rates in our room block at the Benson Hotel. Please be sure you book your lodging only at this property, and directly through the hotel itself (not a third-party site) so that the association can fulfill its financial obligations made on behalf of the group.

To make a reservation, please call 1.800.774.1500 and indicate you are with the NACS convention for the discounted rates. You can also reserve a room online via our custom link, tinyurl.com/2p8eu37f

LODGING RESERVATION DEADLINE: JUNE 3, 2022 — THOUGH WE STRONGLY ENCOURAGE YOU TO BOOK YOUR ROOM RIGHT AWAY (DO NOT DELAY).

Rooms in the block are limited and only available until the room block becomes full or the deadline (whichever comes first). Reservations after this are accepted on a space and rate available basis only.

Registration Information

Register early!

Register ONLINE at nacslive.com or fax completed registration forms to 503.253.9172

What Registration Includes

Each attendee registration includes access to all education sessions and electronic materials (as provided by the speaker) on Wednesday and Thursday, Tuesday's Welcome Reception, all hosted meals and breaks on Wednesday and Thursday, and the Wednesday Night Out. Indicate on the registration form if you plan to attend the Wednesday Night Out.

Convention Session Materials

To minimize paper waste and utilize our resources appropriately, session handouts (as provided by the speaker) will be accessible online before, during, and after our program on an exclusive attendee-only webpage. Details will be emailed to convention attendees (only) once information is available.

Photo Release

We often times use convention photos in our association materials. By virtue of your attendance, you agree to the use of your likeness in such materials.

Tax Deduction

The Internal Revenue Service may permit an income tax deduction to US residents for expenses (including registration fees, travel costs, meals, and lodging) incurred in pursuit of continuing professional education. Consult your tax advisor for details.

Vendor Fair

Don't forget that convention registration includes access to some of the leading industry vendors. If you are interested in exhibiting or sponsoring the convention, please visit NACSlive.com or call 800.728.6227.

Cancellation Policy

Cancellations received on or before May 27, 2022 receive a full refund minus a \$50 administrative processing fee. Cancellations received between May 27 and June 3 will receive a 50% refund of their total fees. Cancellations received after June 3 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 cancelled. 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.