

# LeadsCon + BBB LeadsCon

GREAT NEW IDEAS, EXPAND YOUR NETWORK, GROW YOUR BUSINESS

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August 24 - 26, 2015 | The New York Hilton

Path  Conversion

# Call Agenda

- Thank You for participating on the call and LeadsCon NY
- Questions - Ask Questions With Webcast Tool and Moderator Will Ensure That We Respond During Call
- Focus of Call and Review
  - Show Schedules
  - Online Exhibitor Resource Center
  - Key Contacts
  - Deadlines
  - Registering Staff
  - Show Guide
  - Networking Events Schedule, Theme and Format
  - Promotional Opportunities
  - LeadsCon Connect & Show App
  - Path2Conversion

# Show Schedule

## EXHIBITOR MOVE-IN

- Monday, August 24, 2015 - 1:00 PM - 5:00 PM
- Tuesday August 25, 2015 - 8:00 AM - 11:00 AM

## CONFERENCE HOURS

- Monday August 24, 2015 - 9:00 AM - 5:00 PM
- Tuesday August 25, 2015 - 9:00 AM - 5:00 PM
- Wednesday August 26, 2015 - 9:00 AM - 3:00 PM

## EXHIBIT HOURS

- Tuesday August 25, 2015 - 1:00 PM - 6:00 PM
- Wednesday August 26, 2015 - 11:00 AM - 4:00 PM

## EXHIBITOR MOVE-OUT

- Wednesday August 26, 2015 4:00 PM - 8:00 PM

## DISMANTLE AND MOVE-OUT INFORMATION

- All exhibitor materials must be removed from the exhibit facility by Wednesday, August 26, 2015 at 8:00 PM
- To ensure all exhibitor materials are removed from the exhibit facility by the Exhibitor Move- Out deadline, please have all carriers check-in by Wednesday, August 26, 2015 at 7:00 PM.

# Show Schedule

## Monday, August 24, 2015 (Conference Only)

7:30AM – 6:00PM	Registration Opens
8am – 4pm	Path2Conversion Summit and Tech Shoot-out/Showcase

## Tuesday, August 25, 2015 (Conference & Expo)

8:00AM–9:00AM	Breakfast
8:30AM – 9:00AM	MARC Awards
9:00AM – 10:20AM	Opening & Keynote
10:35AM – 12:00PM	General Sessions
12:00PM – 1:00PM	Lunch
1:00PM – 6:00PM	Expo Hall/Show Floor Open
2:00PM – 5:00PM	Conference Sessions
5:00PM – 6:00PM	Pub Crawl and Opening Event On Expo/Show Floor
9:00PM – 11:00PM	Kick-Off Party

## Wednesday, August 26, 2015 (Conference & Expo)

8:00AM –9:00AM	Breakfast
9:00AM –12:00PM	Conference Sessions – Morning Breakouts
11:00AM – 4:00PM	Expo Hall/Show Floor Open
12:00PM – 1:00PM	Lunch
1:30PM – 3:00PM	Conference Sessions – Afternoon Breakouts
3:00PM – 4:00PM	Cocktails Around LeadsCon and Closing Event On Expo/Show Floor

# Exhibitor Resource Center Online



## EXHIBITOR RESOURCES ONLINE

[www.LeadsCon.com](http://www.LeadsCon.com)

The Exhibitors Resources Section of the LeadsCon New York 2015 website is your online resource guide for preparing for the event. Access the Exhibitor Resource Center by going to [leadscon.com](http://leadscon.com) and selecting “sponsor/exhibit” in the top navigation and select “exhibitor resources”

### INFORMATION AVAILABLE IN THE EXHIBITOR RESOURCE CENTER:

- Where to go if you did not receive your registration email from CustomReg. To register your personnel, you should have received an email with your password to add your staff. If not, contact us or our registration team at [registerleadscon@accessintel.com](mailto:registerleadscon@accessintel.com)
- Submit your company description for **instant** online exposure and for publication in the Onsite Program Guide
- Post your company’s press releases, special events and other newsworthy information to the LeadsCon NY 2015 website
- Build your own personalized banner ads to promote your presence at the event
- Information on the Exhibitor VIP Pass Program, Custom Microsite with discounts through Feather

### ONLINE INSTRUCTIONS FOR CREATING YOUR COMPANY PROFILE:

- Go to [www.LeadsCon.com](http://www.LeadsCon.com)
- Scroll over “**Sponsor/Exhibit**” from the top navigation bar and select “Exhibitor Resource Center” And Click on Company Profile
- Select your company and enter your password. (The contact person listed on your Booth Contract received the password via e-mail.)
- If you have forgotten your password, please e-mail [akatz@accessintel.com](mailto:akatz@accessintel.com)

# Show Management Contacts

If you have questions regarding:	Contact	Phone Number / Email
General Show Information	Cory Smith Show Director	<a href="mailto:csmith@accessintel.com">csmith@accessintel.com</a> (404) 661-0441
Exhibit Sales / Sponsorship Opportunities	Andrew Katz Account Executive	<a href="mailto:akatz@accessintel.com">akatz@accessintel.com</a> (203) 899-8447
Registration & Marketing	Greg Dicso Marketing Manager	<a href="mailto:gdicso@accessintel.com">gdicso@accessintel.com</a> (203) 899-8499
Exhibit Hall Exhibit Display Regulation Questions about this Manual	Robin Hoyer Operation Manager	<a href="mailto:rhyoe@accessintel.com">rhyoe@accessintel.com</a> (301) 354-1640
Speaking Opportunities	Warren Pickett Conference Director	<a href="mailto:wpickett@accessintel.com">wpickett@accessintel.com</a> (970) 624-6180

# Show Vendor Contacts

Show Decorator (carpet, furniture, shipping)	Freeman	Freeman Customer Support (888) 508-5054
Audio / Visual	CCR Solutions	Janine Carter <a href="mailto:janinec@ccrsolutions.com">janinec@ccrsolutions.com</a>
Catering / F&B	Hilton Hotel Catering	Victor Wilson <a href="mailto:Victor.wilson@hilton.com">Victor.wilson@hilton.com</a>
Internet / Telephone	Hilton Events Dept.	<a href="https://newyorkhilton.boomerecommerce.com">https://newyorkhilton.boomerecommerce.com</a>
Electrical	Hilton Events Dept.	<a href="https://newyorkhilton.boomerecommerce.com">https://newyorkhilton.boomerecommerce.com</a>
Booth Cleaning	Hilton Events Dept.	<a href="https://newyorkhilton.boomerecommerce.com">https://newyorkhilton.boomerecommerce.com</a>
Lead Retrieval	Custom Registration	Keith Bunch <a href="mailto:keith.bunch@customreg.com">keith.bunch@customreg.com</a>
LeadsCon Connect – Matchmaking and Appointment Scheduling	Presdo	Carol Chalmers <a href="mailto:carol@presdo.com">carol@presdo.com</a>

# Exhibitor Action and Deadline Check List

Action Items & Checklist	Due Date
<b>LeadsCon Exhibitor Webinar / Call</b>	<b>June 16, 2015</b>
Add Company description to online profile (in order to meet print deadlines)	July 17, 2015
Make <a href="#">Hotel Reservations</a>	July 22, 2015
<b>First Day Freeman warehouse will accept freight</b>	<b>July 27, 2015</b>
Submit EAC form (if applicable)	July 27, 2015
Submit Acknowledgement of Rules & Regulations form	July 27, 2015
<b>Advance Order Deadline for Freeman Services</b>	<b>August 3, 2015</b>
Order Lead Retrieval Unit (Custom Reg)	August 3, 2015
AV order (CCR)	August 3, 2015
Electrical Order (Hilton Events Dept.)	August 7, 2015
Telephone / Internet order (Hilton Events Dept.)	August 7, 2015
<b>Last Day Freeman warehouse will accept freight</b>	<b>August 14, 2015</b>



# EXHIBITOR REG. FAQ

## **How Do I Register My Booth Personnel?**

Once you sign your contract, you will receive an email with your unique login/password to gain access to the exhibitor registration portal to register your staff.

## **What If I Use Up My Allotted Passes And Need To Register Others ?**

All exhibitors/sponsors have the opportunity to purchase additional passes that exceed their allotment for a deeply discounted \$595 rate. These specially priced passes can also be completed through the same exhibitor registration portal.

## **What If I Need To Change The Name On Any Of My Passes?**

You can email our client services team at any time to change the name on any of your staff/booth personnel badges: [registerleadscon@accessintel.com](mailto:registerleadscon@accessintel.com)



# Hotel Reservations

## Hotel Accommodations and Travel Information

The New York Hilton Midtown

1335 Avenue of the Americas

New York, NY 10019

212-586-7000

[www.newyorkhilton.com](http://www.newyorkhilton.com)

LeadsCon Group Rate of \$273 has been secured for exhibitors and attendees. You can secure your hotel reservation online at <http://www.leadson.com/leadsonny/hoteltravel-2015/> or you can call the hotel directly 212-586-7000 and mention LeadsCon to secure your discounted rate. The deadline to book your hotel room at the discounted rate is Wednesday, July 22, 2015

# Show Guide and Online Directory



## ONSITE PROGRAM GUIDE & ONLINE COMPANY PROFILE LISTINGS

**Print Deadline: July 17, 2015**

Your company's address, website, description, booth number and product categories will be published instantly when you update your company's profile on the web and it will be printed in the LeadsCon Onsite Program Guide. The Program Guide is distributed to hundreds of attendees in vertical media and direct-response marketing during the show and serves as a resource throughout the year.

**Stand out from the crowd!** Check-out the advertising opportunities by contacting Andrew Katz at [akatz@accessintel.com](mailto:akatz@accessintel.com). Advertising in the show guide will help separate you from the crowds, provide onsite and post show exposure to the LeadsCon audience, year-round, through the show website and at the event.

All information is published instantly online and **MUST** be submitted by **July 17, 2015** in order to be included in the LeadsCon New York Onsite Program Guide.

# Networking Events

## NETWORKING EVENTS AT LEADSCON NEW YORK INCLUDING:



attendees. It's a must attend!

### **Networking Kick-Off Party | Tuesday, August 25th 9PM**

Our VIP Party takes place at the SkyRoom, which boasts 360 degree views of Manhattan and the Hudson River from the city's highest rooftop lounge. It truly takes New York City nightlife to the next level. The party sponsors have a memorable night full of surprises in store for all LeadsCon



on Tues August 25th.

### **LeadsCon Pub Crawl | Tuesday, August 25th 5PM**

LeadsCon Pub Crawl – Join us on a voyage of discovery as we navigate the expo hall while sampling a variety of local craft beers. Participate in this 1 hour “Pub Crawl” and network with the thought leaders of LeadsCon - from 5-6pm



### **Cocktails Around LeadsCon | Wednesday, August 26th 3PM**

Indulge with us as there will be several cocktail stations positioned around the exhibit hall floor with beverages. The reception will be in the middle of the show floor from 3pm-4pm on Wednesday August 25th.

# Exhibitor VIP Pass Program

## FEATHR PROGRAM FAQ



### **What Is The Feathr Program?**

Sponsors/exhibitors are given a custom designed micro site to offer the lowest possible rate to top prospects/customers while simultaneously promoting their presence at LeadsCon.

### **Why Do The Majority Of Our Sponsors Participate?**

In addition to the additional exposure, participants DO NOT need to distribute any internal lists, and they are rewarded with an additional complimentary pass for every 5 registrations that their micro site brings in.

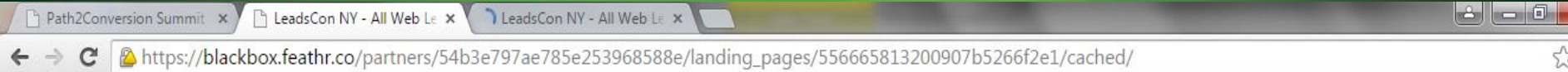
### **How Does One Participate Once Becoming A Sponsor/Exhibitor For LeadsCon NY?**

You will automatically receive a link to your custom micro-site shortly after you submit a signed contract. If you do not receive one, please email [akatz@accessintel.com](mailto:akatz@accessintel.com) to submit a request.





# Sample VIP – Feathr Micro-Site



## LeadsCon New York - Sponsored By All Web Leads



August 25-26, 2015

The New York Hilton

[REGISTER NOW](#)

Join All Web Leads at LeadsCon New York 2015

**ALLWEBLEADS**

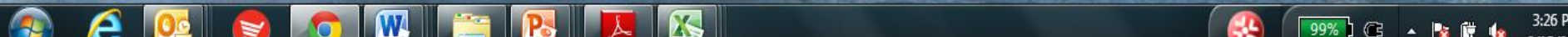
Special Price of **\$645** Only Available Here!

Use VIP Code "AllWebLeads"

Booth #201 & Party Sponsor

*Discount rate good through June 26, 2015, prevailing rate applies after that.*

*This special rate is ONLY available via the links on this page and cannot be accessed from the main LeadsCon Website*



New at LeadsCon NY 2015!

**Path2Conversion**

LeadsCon + B2B LeadsCon

Path2Conversion (Pre-Event Conference for Digital Marketers and Marketing Teams)

New strategies and technologies for driving site traffic and conversions

August 24, 2015 from 8am – 4pm

TWO TRACKS – B2C and B2B

Join us for a full day of engaging insight, best practices, case studies and a look at where technology is taking digital marketers and consumers.

### **BUSINESS TO CONSUMER**

- Best Practices for Digital Marketing Today
- Programmatic and Display Advertising
- Making the Most of Your Mobile Marketing
- Optimizing Your Content—The Best Path to Conversions
- Agencies & Brands—New Models for Performance
- Optimizing Your Site for Easier Engagement
- Startup Shootout
- Connecting the Ecosystems—Brand, Agency, Technology

### **BUSINESS TO BUSINESS**

- The Art of B2B Storytelling
- Content Distribution – What Works When?
- Behind the Curtain: The Tech to Make it Happen
- SEO Lab
- Website Optimization

**Path2Conversion**

# LeadsCon Connect & Show App Matchmaking and Appointment



## LEADSCON CONNECT & SHOW APP!

LeadsCon Connect is a private social network around LeadsCon NY. Why wait to network at LeadsCon New York? Start meeting other attendees now! **With LeadsCon Connect, you can:**

- See who's coming and receive personalized recommendations of other attendees with matching interests
- Communicate with attendees and exhibitors securely
- Coordinate one-on-one meetings
- Access your profile through the LeadsCon New York website or mobile at [m.presdo.com](http://m.presdo.com)
- You'll receive an email invite to join and update your company profile in early August



# Questions?

Thanks for attending today and let us know how we can make LeadsCon NY a success for you