



2018 MATSO Program | 2-3 May 2018
Ernest N. Morial Convention Center
New Orleans, Louisiana
Host Event: The Collision Conference
Hosted by: New Orleans CVB and the Ernest N. Morial
Convention Center



PROGRAM PARTICIPANTS

Sponsor Representatives

- **New Orleans CVB** – Sallee Pavlovich, CEM, Director of Convention & Tradeshow Sales
- **Ernest N. Morial Convention Center** – Tim Hemphill, Vice President of Sales & Marketing
- **Experient** - Terence Donnelly, Vice President, Sales

Session Presenters

- **Allen Gannett**, President & CEO, TrackMaven
- **Thad Lurie, CAE, CIP**, VP, Business Intelligence & Performance, Experient
- **Nath Morris**, Vice President Expo, US Poultry & Egg Association
- **Nicole Peck**, EVP, BizBash Media
- **CC Security Representative - ?**
- **Sergeant Palumbo**, New Orleans Police Dept.

Attendees

Adam Andersen, Informa Exhibitions
Melissa Auer, CEM, MHI
Mark Bogdansky, Auto Care Association
Ric Camacho, Specialty Food Association
Tom Carbott, MHI
Sacha Carey, CEM, Water Environment Federation
Denielle Christensen, Diversified Communications
Lisa Goecke Malikow, National Restaurant Association
Tiffany Hale, Expo Manager, National FFA Organization
Angela Harar, CEM, The Vision Council
Kelly Kilga, CEM, Association for Print Technologies
Iain Mackenzie, CEM, CMP, International Sign Association
Bob McLean, CPA, CAE, Promotional Products Association International (PPAI)
Connie Mikels, National Automobile Dealers Association
Denise Miller, National Association of Home Builders
Nath Morris, Expo, U.S. Poultry & Egg Association
Kevin Murphy, CEM, Consumer Technology Association
Merideth Newman, PMMI
Andrew Ortale, ASIS International
John Rozum, Association of Equipment Manufacturers (AEM)



Day 1 – Wednesday, 2 May

HOST CITY REPORT – New Orleans

The MATSO group was welcomed to New Orleans by Sallee Pavlovich, CEM, New Orleans CVB and Tim Hemphill, Ernest N. Morial Convention Center. The focus of their city report was the project to revitalize the City’s riverfront on the 47 acres upriver and adjacent to the Center. Phase I calls for construction of a new “headquarters hotel” and Phase II will develop retail, residential and entertainment components creating the newest neighborhood in the iconic 300-year old city.

To complement the riverfront development, improvements will also be made to Convention Center Boulevard, establishing an urban public park featuring a tree-lined pedestrian plaza, fountains, green walls and gathering places. [More information.](#)

WELCOME AND INTRODUCTIONS

Kelly Kilga, CEM, MATSO Council Chairperson, opened the program by welcoming the attendees and asking them to introduce themselves and provide a brief comment on a current challenge/trend or observation impacting their show or the industry in general.

CES – Their challenge is lack of parking as exhibits are in all the existing parking spaces around the Las Vegas Convention Center.

PMMI – Have launched a couple of new shows over the past couple of years.

National FFA – Concerned with safety and security.

NAHB – Challenge with poachers in all aspects.

The International Workboat Show – Concerned with the price of oil.

Specialty Food Association – Technology moving from association to corporate model.

WEFTEC – Mergers & Acquisitions; seeing more exhibitors but less square footage as a result.

ASIS – A big staff turnover is underway. Lots of new staff as legacy staff were let go. There is a downside in the loss of institutional knowledge and relationships with customers.

National Restaurant Association – Next year is their 100th anniversary. They are struggling with data and how to use it effectively.

BizBash – Negotiations and the balance of maintaining a robust show floor.

PPAI – Mergers & Acquisitions causing loss of booth space. Attendee acquisition remains a challenge. Non-members don’t pay so unsure if they would still come if PPAI started charging.

US Poultry & Egg Association – Also challenged by data and what to do with it. Their experience with Mergers & Acquisitions is growth on the exhibitor side but not on the attendee side.

International Sign Association – The changing landscape and competition are concerns.

Informa – US Health & Nutrition – Combining the needs of safety and increasing technology and ensuring it is best utilized as a driver for attendance.

The Vision Council – Sorting through the ideas and the many opinions on the direction to move.

MHI – The show has grown to two halls instead of one as was traditional. The concern is the transition to more space and drawing traffic to both halls to ensure neither looks underutilized. They also agree with concerns about poachers and M&A.

Auto Care Association – Their show is entirely full – how to increase revenue when at capacity.

NADA – 101st year coming up. Conscious of dealer’s side which affects exhibitors and using social media to elevate and improve the experience.

AEM – Their two largest shows CONEXPO/CON-AGG and ICUEE do not have enough space in Las Vegas and Louisville. Especially concerned with Las Vegas as they expand through 2020 and are spread across multiple venues.

EXHIBITIONS DAY – 5-6 June; Washington, D.C.



Mark Bogdansky, Senior Director, Meetings & Events, Auto Care Association and member of the IAEE Advocacy Committee reminded MATSO attendees about the importance of attending Exhibitions Day to build awareness of the economic impact of large shows and advocate for the industry with federal legislators and other policy influencers on Capitol Hill. [Click here](#) for more information and to register.

COLLISION CONFERENCE

Craig Becker from the Collision Team provided a brief overview of the conference and the MATSO attendees were invited to explore the show floor and education sessions.

After returning from the time on the show floor and lunch, Thad Lurie, CAE, CIP, Experient, facilitated discussion on impressions and take-aways from the Collision Conference.

- Liked the simplicity of the start-up tech bar (construction and storage)
- Filling the blank space where unused signage was; questions were added to the panels
- Shocked by the design aesthetic at first, but felt it fit the style of the conference
- Many thought the design format was interesting but wouldn’t work at their shows – Thad asked the group to challenge their assumptions
- Liked the education set up on the show floor (not set times with breaks – there were constant sessions throughout the day)
- The sound control/audio boundaries between the education and the show floor was very good
- Liked the wall with questions and stickers to visualize responses
- For events growing out of their space, start in raw space like a warehouse and communicate to attendees in advance
- The concrete show floor is not physically conducive to long hours standing/walking
- Liked that the start-ups changed each day so there are new exhibitors daily



- Likes the concept of education on the show floor; but does it take away time and/or revenue from exhibitors?
- For a tech conference, it seemed low-tech; sticker badge, no help desk, radios, etc.
- Loved the different feel of the show floor; very unlike a traditional trade show
- It is still face-to-face like a trade show
- Felt that attendees were looking for partners and information on new products
- Seemed to be a lot of empty space and many lounge areas
- Seemed to be more of a conference with a small trade show element
- Information on the event was hard to come by until the app was released – only the speakers were well publicized
- The show felt chaotic/haphazard compared to a structured trade show (but was spot on for the audience)
- The Collision attendees seem to like the exploratory aspect; wonder if the lack of signage will catch up to them at some point if they grow
- Huge fan of education on the show floor – does not feel like show floors are as transactional as they once were
- Interested in developing new techniques to bring in the education component – analytics will be a key component
- Likes the casual spaces
- At first, felt disorientation but once immersed, felt more comfortable
- It was interesting to see a different type of event in the same space they use
- Liked the media, camera spaces – looking to do a media stage so seeing the Collision set-up was helpful
- Loved it! Seemed more like a live event
- Lots of connections for entrepreneurs
- Speaker session content was incredible
- Thought it was fascinating – fun, vibrant, energetic – will be the death of the traditional trade show model
- Smaller spaces will be the way of the future as technology doesn't require as much
- Need to flip the current model now – start at a small scale and grow – MATSO wants to lead
- The age range of participants was amazing
- This event was more about connection with people
- Slido was being used and very few were taking notes
- Important to evolve but don't forget grassroots – grow incrementally
- While they had great speakers and content, it was still talking heads - expected more cutting-edge technology



SESSION: ACTIONABLE IDEAS AND INSPIRATION TO INJECT NEW LIFE INTO YOUR EVENTS; Nicole Peck, BizBash Media

Social Physics – based on the research of Alex Pentland and the MIT Human Dynamics Laboratory

- uses sociometric badges to measure social interaction and communication style
- changes to a coffee break structure in a call center led to group conversations that increased energy, creativity and shared commitment to success

People Like Being Seen

- recognize both your veterans and newbies
- eliminate ambiguity (about identity)

Foster Connections

- get physical using unique settings
- seek out the introverts
- a connection wall visualizes the networking as it happens

Breathe Life into the Same Venue Year After Year

- projection mapping that changes with every course
- rotating imagery and costumes
- first impressions matter
- create a tent grand entrance using projection mapping
- establish large moments to share
- balloons make people smile

Break Up the Monotony and Inject Life Into Your Breaks

- surprise and delight (something unique to the area/region)
- breaks can be healthy
- use every space for branding – think unconventional like mirrors in restrooms
- elevator activations (group selfie spot with hashtag for posting)

Luncheons in Convention Centers

- ask food vendors to highlight local/regional cuisine
- insist on healthy options

Signature Scents

- use aroma to influence behavior and attitude around your show

Environments on the Show Floor

- zen garden with self- guided meditation
- thoughtful personal space
- isolation chambers

Turns out the best predictors of success were the team's energy and engagement outside formal meetings.

- sleep pods
- include wellness education
- mobile everything – think beyond food trucks - meditation, beautyrest, etc.

Décor Sparks Conversation

- give design meaning
- words as décor never gets old

Gifting and VIP Suites

- personalized VIP experiences

Art – Universal Appeal

- performance art
- regional art as backdrop

Technology That is Now

- low tech-ish WordClouds still used
- new presentation platforms
- chatbots
- AR in exhibit halls

Stay in the Know

- innovate show dailies

SESSION: HOOKED ON A FEELING; Thad Lurie, CMP, CIP, Experient

Data is becoming the backbone of so many of our daily processes. It used to be more in the background but is now permeating business, pop culture, sports, etc., making it more mainstream than ever. Technology and data are not relatable but as data becomes more mainstream, it is becoming relatable. The purpose of the presentation is to raise awareness about data and technology as a method to refine event strategy and business performance.

Quantified Market Landscape to Understand Opportunities and Risks

- landscape of topics – broad scale (Thousands)
- sample of topics – smaller scale (Hundreds)

Anticipate Market Acceptance of Emerging Tech

- use knowledge to drive value; understanding of trends and their position in their life cycle allows informed decision-making
- invest to become early adopters
- anticipate consumer demand

Move from Anecdotal to Measurable

- identify and solve the problem (one example, use post event survey data to identify trend data and develop outcomes)
- the data will confirm or deny what you already suspected

Move from Measurable to Actionable

- find out why they came, what they did and if you are meeting the needs of all attendee segments
- specific actionable Insights might include: Registration trends and geographic and demographic insights
- graph out show traffic map for your exhibitors to let them know how to/when to staff the booth (one year's data is a guideline and two-three becomes a range)

Business Performance Plan is Key

- determine the objective or need and how it can be met (attendee acquisition, exhibitor retention, matchmaking)
- design a small pilot program that will meet that need
- develop metrics/measurements to evaluate success and impact

DAY 2 – Thursday, 3 May**SESSION – HOTEL POACHER JUDGEMENT; Nath Morris, U.S. Poultry & Egg Association**

Nath Morris briefed the group on the hotel poaching situation that led to the judgement against Tarzango. He described the same situation that most of the organizations in the room continually experience; starting with an exhibitor or attendee contacting show management about the actions of Tarzango representing that they were the official housing provider for the IPPE show. The U.S. Poultry & Egg Association followed the standard protocols of sending cease and desist communications among other methods to communicate to no avail – Tarzango continued. The Association eventually moved forward with filing a suit against Tarzango for copyright infringement for using their logo and show name in the unauthorized solicitations.

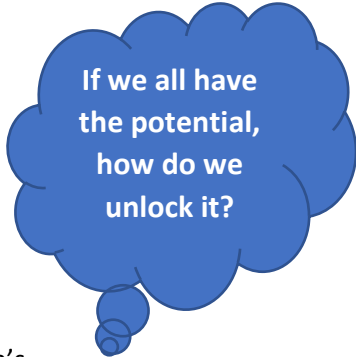
In January of 2018, the U.S. District Court for the northern district of Georgia handed down a judgement for U.S. Poultry & Egg Association against Tarzango for treble charges amounting to nearly \$800,000 plus attorney fees. [Read more here.](#)

SESSION – THE CREATIVE CURVE – HOW TO DEVELOP THE RIGHT IDEA AT THE RIGHT TIME; Allen Gannett, TrackMaven**Creativity and Creative Genius are Linked****Four Elements of Inspiration - Theory of Creativity**

- Individual – creativity is the domain of the “solo genius” born with these talents
- Easy – that once overtaken by inspiration, success comes easily
- Overwhelming – moments of brilliance come as sudden epiphanies that overtake the creator
- Manic – creative people are somewhat mad or neurotic
- *Unattainable (Presenter added a 5th Element)*

After interviewing many creative people and also studying the science side, the presenter concluded that the research does not support the inspiration theory. He found that everyone with an average IQ of 104 and above has the same creative potential and outlined his theory for the group.

- Consumption – creative geniuses are constantly craving consumption within their niche
- Logical processing – left brain/dominant meaning of things (very conscious)
- Sudden insight – also known as “flashes of genius”
- Aha moments are normal cognitive processes with a surprising result
- Right brain – distant or metaphorical associations
 - Shower moments – you already have a solution in your right brain but activity in the left brain is pushing it out
 - Combination – the right brain is looking for ways to connect multiple concepts
 - Trigger – an environmental factor ignites an association with something already stored in your brain’s right hemisphere
- You can’t have insights about things you don’t know anything about
- The 20% principle – creative geniuses spend 20% of their waking hours consuming in order to have the raw ingredients for creativity
- How you consume is as important as what you consume
- Creativity definition – novel AND valuable; Valuable = Hits (there is a rise and fall)
- The mere exposure effect is the more you see something makes you like it more
- People crave the familiar (it makes us feel safe)
- Consumption enables the familiar
- Seek novelty
- Contradiction helps protect you



The Creative Curve (five stages)

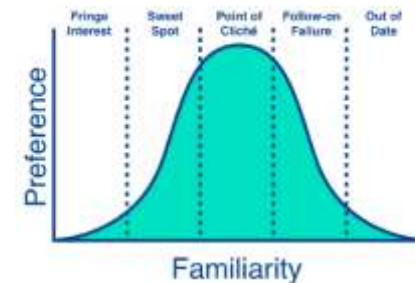
1. Fringe interest
2. Sweet spot
3. Point of cliché
4. Follow on failure
5. Out of date

How do you create the sweet spot?

The right amount of familiarity and novelty!

Imitation is a key ingredient in creativity – The Franklin Method is the careful observation and recreation of the structure of successful creative work. Imitation allows you to learn the baseline and create novelty and hits.

THE CREATIVE CURVE



Q&A SESSION – SAFETY & SECURITY FOR LARGE EVENTS; CC Security Rep? and Sergeant Palumbo, New Orleans Police Department

The information provided is specific to the city of New Orleans and the Ernest N. Morial Convention Center. While other convention centers will have similar protocols, it is best to check with the specific convention center for your show as a part of your event planning.

Q. What security protocols are in place at the convention center?

A. Working in conjunction with the police department and other law enforcement agencies based on the event; constantly upgrading security staff and procedures; contract security with different events have to be on the Convention Center’s approved/preferred list; 24/7 security in the facility as it is city mandated that the public areas in the building are open to the public during open hours which makes it tough for security.

Q. What type of control measures and perimeter security are in place for move-in and move-out?

A. The convention center has an extensive credentialing/wristband system for event contractors/vendors. Management companies can come in the front with the proper credentials and contractors/vendors use the back of the house. When asked if they use ESCA’s Worker Identification System (WIS) badges, the response was no.

Q. What additional procedures are considered for large events in the city?

A. First, the scope of the event must be considered and then planning is key. NOPD is involved in pre-cons with building staff and brings knowledge of what else is going on in the city. This will determine the level of resources (human and otherwise), traffic control and the timing to best control all aspects of the event. Recently a “Real Time Crime Center” camera system was deployed in New Orleans and is proving very successful for crime prevention and crime solving in the downtown area, especially at Mardi Gras time. The convention center also has a camera system throughout the building and parking area.

Q. Describe the process if there is a catastrophe.

A. The most important thing first and foremost is communication. Building security and law enforcement need to understand exactly what is going on to begin implementation of established protocols. The convention center has specific procedures in place and they train their building staff on an ongoing basis. It depends on where the incident occurred and what kind of incident to determine who in law enforcement will take charge. The agencies will work in support of each other as the situation dictates. Protocols are much improved since Hurricane Katrina.

Q. Should we have armed security guards/law enforcement at our events?

A. That depends on the event and how visible you want security to be. At a recent music festival in New Orleans, they had a full tactical unit on-site and the truck was visible but not overt. The Convention Center representative recommended having at least one uniformed police officer as a deterrent. Note: The Convention Center’s security personnel, by state law, are unarmed. Only uniformed law enforcement officers can carry a weapon in the New Orleans Convention Center – this rule will likely vary by state.

Q. What about bomb dogs?

A. The Convention Center can get them if requested. The FBI, with dogs, will be present at all larger events like the Super Bowl or WWE, for example.

Q. Since the doors have to remain open to the public during open hours, are there any controls in place for perimeter doors?

A. There are controls such as designated doors open or locked depending on many factors.

Q. Do officers have to be hired in pairs?

A. There is no policy that says that – it will depend more on the circumstances and scope of the event.

Q. Are backpacks allowed or searched?

A. At this time, there are no restrictions on backpacks in the Convention Center; although building security would like to see a policy in place.

Q. Are Magnetometers used in the Convention Center?

A. The Convention Center does have their own magnetometers that are available at the client's request.

PARTNER RECOGNITION

| HOST PARTNER | HOST PARTNER | EDUCATION PROGRAM PARTNER |
|---|--|---|
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