BIZBASH EVENT STYLE EXPO
SHOW & AWARDS

BizBash extends a special thanks to our Meeting and Event Style Show Sponsors:

Classic Party Rentals – Event Specialists
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Pivotal Events – Turning Events into Investments
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AirDD – Air Dimensional Design, Inc.
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SCHEDULE OF EVENTS

Time and Location	Activity
7:30 AM – 4:30 PM Hall K Lobby	**Registration Open**
7:45 AM – 8:15 AM Room 402	**Coffee & Continental Breakfast** *Conference Program Attendees Only*
8:15 AM – 9:00 AM Room 402 Room 403A	**Two Educational Sessions** *Conference Program Attendees Only* • Back to Basics: Fundamentals of Event Planning • The Business of Events: What Every Planner Needs to Know
9:15 AM – 10:00 AM Room 402 Room 403A	**Two Educational Sessions** *Conference Program Attendees Only* • Gen 2.0: Join the Viral Marketing Revolution • Sponsorship: Real Sponsors, Real Ideas
10:15 AM – 11:15 AM Main Stage on Expo Floor	**General Session** *All Attendees Welcome* • Keynote Speaker: Lynda Resnick, Vice Chairman, Roll International Corporation • BizBash Hall of Fame Induction Ceremony
11:00 AM Hall K	**Trade Show Floor Opens**
12:30 PM – 12:45 PM Expo Floor Lounge	**Mini Session** *All Attendees Welcome* • Putting It All On the Table: Wildflower Linen Previews What Fashionable Tables and Chairs will be Wearing for Next Season (Wildflower Linen)
1:30 PM – 1:45 PM Expo Floor Lounge	**Mini Session** *All Attendees Welcome* • How to Create a Successful Invitation Within a Limited Time Frame (Alpine Creative Group)
2:15 PM – 3:00 PM Room 402 Room 403A	**Two Educational Sessions** *Conference Program Attendees Only* • F&B: Today's Specials • 45 Ideas in 45 Minutes
2:30 PM – 3:00 PM Expo Floor Lounge	**Author's Lounge** *All Attendees Welcome* • Book Signing by Amanda Goldberg and Ruthanna Hopper
3:00 PM – 3:45 PM Main Stage	**General Session** *All Attendees Welcome* • Go Behind the Scenes in the World of Mega Events Panel Discussion led by Erick Weiss, President, Honeysweet Productions
4:30 PM – 5:30 PM Main Stage	**BizBash Event Style Awards LA** *All Attendees Welcome* • M.C., Tawny Little Welch
5:30 PM – 7:00 PM Compass Lounge Foyer	**Cocktail Reception** *All Attendees Welcome*
6:00 PM Hall K	**Trade Show Floor Closes**

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ROOM 403A

The Business of Events: What Every Planner Needs to Know
8:15 AM – 9:00 AM

Speaker:
Tracy Kwiker
Founder and President
Pivotal Events

Sponsorship: Real Sponsors, Real Ideas
9:15 AM – 10:00 AM

Speakers:
Philippa Jones, Public Relations Manager
Diageo Chateau & Estate Wine Portfolio

Robert Six, Vice President
Corporate Communications
Roll International Corporation

Katy Sweet, President
Katy Sweet & Associates

45 Ideas in 45 Minutes
2:15 PM – 3:00 PM

Speakers:
Keith Greco, Owner
Greco Décor

Alan Jackson, Owner
Jackson Catering