

Sam Lippman

Appearances and Publications, 2000 – 2015

Seminar Production and Moderating

Exhibition and Convention Executives Forum (ECEFF),
Washington, DC, 2002 - 2015
Attendee Acquisition Roundtable, Nationwide, 2011-2015
Exhibit Sales Roundtable, Nationwide, 2012-2015
Large Show Roundtable, Nationwide, 2001-2015

Executive Facilitation

ISSA, Attendee & Exhibitor Trends, 2015
Vision Expo, 2015
Electronic Security Expo, 2014
Emerald Expositions, Exhibit Sales Training, 2014
Western Veterinary Conference Exhibitor Forum, 2013
PCMA Future of Exhibitions, 2011
American Institute of Architects, Strategy Board, 2011
SETS Board of Management, 2011
AEM/CONEXPO CONAGG Management Committee, 2011
ESCA Board of Directors, 2011
BCEC/Hynes Customer Advisory Group, 2009 - 2011
NACS Strategic Planning Meeting, 2010 and 2011
Trade Show Logic User Groups, 2009 and 2011
Offshore Technology Conference Board of Directors, 2010
American Dental Association, 2008
Automotive Aftermarket Industry Association, 2007
Asian American Government Executives Network, 2007
National Business Aviation Association, 2007
Orange County Convention Center 2005 and 2006
American Association of Orthopedic Surgeons, 2005
American Gear Manufacturers Association, 2004
International Sign Association, 2003
Contact Lens Institute, 2001-2003.
Debby Snack Foods, 2003
PCMA Washington Chapter Board Retreat, 2002
Giant Foods, 2001
Puerto Rico Board of Tourism, 2001

Speeches

IAEE DC Chapter, Building an Exhibit Sales Plan, 4/15
The Vision Council, Tradeshows 2020, 1/15
IAEE, Findings from Large Show Practices Study, 12/14
IAEE, Increase Exhibit and Sponsorship Sales, 12/14
IAEE, Increase Quality Attendance at Your Next Show, 12/14
Electronic Security Association, Convention Trends, 8/14
SISO, The Exhibitor Prospective, 8/14
Association Forum, 8 Ways to Increase Attendance, 6/14
IAEE DC Chapter, Increase Exhibit & Sponsorship Sales, 5/14
IAEE, 7 Ways to Increase Exhibit & Sponsorship Sales, 12/13
IAEE, 7 Ways to Increase Quality Attendance, 12/13
SMG Sales Meeting, Selling the Exhibitor Experience, 12/13
SISO, How Integrated Are We, 8/13
Thinking Thursdays, Sponsorships, 4/13

NYIAEE, Best of ECEF & Roundtables, 3/13
Niche Event Conference, Keynote, 2/13
PCMA, Exhibit Sales, 1/13
PCMA, The Best of ECEF, 1/13
SISO, Attendee Acquisition, 8/12
PCMA, The Best of ECEF, 1/12
PCMA, Co-locations, 1/12
TSEA, Red Diamond Keynote, 8/11
PCMA, Sponsorships, 1/11
PCMA, Reinvent Your Tradeshow, 1/2010
NAM/CMA, Future of Exhibitions, 7/09
TS2/IAEE, Justify Exhibit Spend with Data, 7/09
Destination Showcase, Calculating Exhibitor ROI, 2/09
PCMA, Growth Strategies, 1/09
TSW Fastest 50, State of the Industry, 11/08
SISO, Generating Excitement, 4/08
IMTS Exhibitor Workshop Lead Generation, 2/08
IMTS Exhibitor Workshop, Planning with Stars, 2/08
IMTS Exhibitor Workshop, What Not to Do, 2/08
IAEE Washington, DC Chapter, Exporting Your Show, 11/07
Asia CEO Forum, Exporting Your Show, 9/07
SISO, Revenue Tips, 8/07
SISO, Strategic Outsourcing, 4/07
International CEO Forum, Exporting Your Show, 1/07
IAEM Washington, DC Chapter, Who We are and What
Keeps Us Up at Night, 11/06
SISO, Building Successful Conferences, 8/06
PCMA, Understanding Exhibitions, 1/06
SISO, Team Up for Success, 8/05
SISO, Large Shows Stay Large, 8/04
SISO, Partnerships, 8/03
TS2, Managing the Show Manager, 7/03
PACK EXPO, Exhibitor Training, 7/03
Destination Showcase Chicago, Attendee Promotion, 7/03
ASAE, How to Market Seminars, 6/03
THINK, Promotion Tips, 4/03
ExpoSystems Brazil, Market Research, Exhibitions in the
Marketing Mix, Measuring Exhibitor's R.O.I., Attendee
Promotion, 4/03
Destination Showcase NYC, Attendee Promotion, 4/03
PCMA, Sponsorships, 1/03
IAEM, Attendee Promotion, 6/02
Travel & Tourism Research Assoc, Exhibition Census, 6/02
TS2, Exhibit Managers Working with Show Managers, 6/02
IAEM, Threat of Corporate Events, 12/01
TSNN, Virtual Trade Show, 10/01
TSEA, Managing the Show Manager, 5/01
SISO, Learn from Associations, 4/01
Convention/Expo Summit IX, Market Research, 2/01
EACA, Managing the Show Manager, 7/00
TS2, Managing the Show Manager, 7/00

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Current Memberships & Committees

Member of the IAEE Bob Dallmeyer Education Task Force
Co-chair of the IAEE Advocacy Committee

Publications

Editor

Lippman Connects Blog, 2014 - 2015
Lippman Connects Insider, 2014
Attendee Acquisition Roundtable Resource Book, 2011-2015
Exhibit Sales Roundtable Resource Book, 2012-2015
The Profitable Tradeshow, Wethersfield, CT, 2001

Columnist

Out of the Box, *Trade Show Executive*, 2002-2006
Marketing Today, IAEM Washington DC Chapter's *Show Buzz*, 2001-2003

Author

New Research Helps Attract Meeting Attendees & Build Sales, *Association Forum*, 6/14
Increase the Quality and Quantity of Attendees at Your Next Event, *Association Forum*, 8/13
Taking Your Exhibition from Good to Great, *Associations NOW*, 4/09
Exhibitors Won't Pay, *Meeting Mentor*, winter 2008
30 Lessons of 30 Years, *Meeting Mentor*, summer 2008
Exhibitor Satisfaction, *Meeting Mentor*, spring 2008
Everyone in the Aisles, *eventROI*, spring 2006
Startup Finds "Sweet" Spot, *eventROI*, winter 2006
Is It Easy To Do Business With You?, *Convene*, 7/04
And the Show Goes On, *Association Management*, 3/04
See Eye to Eye On the Future, *Executive Update*, 10/03
What Makes Customers Buy?, *Convene*, 7/03
The Ideal Show Manager, *Executive Update*, 5/03
In-House Market Research, *Executive Update*, 3/03
Grow Your Show, *Executive Update*, 1/03
The Magic of Exhibitions, *The Corcoran Report*, Fall/ 02
The Seven Deadly Sins of Volunteer Boards, cover story, *Convene*, 7/02
What's in It for Me?, *TSNN On-Line Newsletter*, 6/02
Case Studies, IAEM Workshop, 5/02
In-House Market Research, *Convene*, 7/01
Leadership, *Shepard Newsletter*, 3/01
The Modern Show Manager, *Convene*, 7/00
Second Tiered Cities Must Leverage Their Advantages, *Convene*, 2/00

Teaching

Guest Lecturer, George Washington University, winter 2010, winter 2009, winter 2008 and fall 2007
Guest Lecturer, George Mason University, 2008, 2007
Lecturer, George Washington University, Marketing and Managing Exhibitions, 2003 – 2008

Lecturer, Arthur Lok Business School in Trinidad, Marketing and Managing Exhibitions, 2005 - 2008

Adjunct Lecturer, Northern Virginia Community College, Meeting and Exhibition Marketing, 2000-2003

Quoted

IAEE *NewsLines*, Exhibitor Sales, Sponsorship and Attendee Marketing, 8/14
Outgrowing the Venue, *Trade Show Executive*, 11/13
Tipster, *Convene*, 7/13
Power of Live Events, *Association Advisor*, 7/12
Co-locations, *Exhibit City News*, 3/12
Perfect Attendance, *Convene*, 9/11
Marketing Your Event, *Convene*, 10/10
Exhibitionists, *Convene*, 7/09
Exhibition Forecast, *Convene*, 11/08
SISO Update, Featured Interview, 10/08
Overheard on the Showfloor, *Tradeshow Week*, 6/08
Meetings Industry Today, *Daily Now*, 4/08
Las Vegas Gets Less Magic, *Tradeshow Week*, 2/08
Exhibition Industry Forecast, *Convene*, 11/07
The Center of It All, *Convene*, 9/07
Trade Show Grows Wider, *Meeting News*, 7/07
Exporting Your Show, *Trade Show Executive*, 4/07
Exporting Your Show, *Exhibition World*, 3/07
Making Meets Go Smoothly, *Associations Now*, 2/07
Exhibition Forecast, *Convene*, 11/06
Extend Your Trade Show, *Trade Show Executive*, 9/06
Trade Secrets from Shows, *Associations Now*, 8/06
The Personal Touch, *BtoB*, 5/06
How to Put on a Better Show, *BtoB*, 4/06
Consumer Shows, *E²*, 9/05
The Association Trade Show Business, *Convene*, 7/05
What's In It for Them, *Association Management*, 7/05
Growth Strategies, *EXPO*, 6/04
Audits, *Tradeshow Week*, 5/04
Working Towards Goals, *Convene*, 12/03
Audits, *B2B*, 9/03
Survey Organizers and Exhibitors, *Tradeshow Week*, 9/03
Product Categorization, *M&C*, 9/03
Exhibitor Disconnect, *Exhibit City News*, 9/03
Innovation Award, *Tradeshow Executive*, 6/03
Stay Tuned, *EXPO*, 6/03
Redesigning Today's Meetings, *Convene*, 4/03
Does Your Service Stink, *Tradeshow Week*, 2/03
Top Exhibition Centers, *Facility Manager*, 11/02
Is the Market Overbuilt?, *Convene*, 10/02