

**Sam Lippman  
Online, In Print, and In Person, 2002-2020**

**Lippman Connects Events**

Exhibition and Convention Executives Forum (ECEP), Washington, DC, 2002-Present  
 Attendee Acquisition Roundtable, Nationwide, 2011-Present  
 Exhibit Sales Roundtable, Nationwide, 2012-Present  
 Large Show Roundtable, Nationwide, 2001-Present  
 Transform, Washington, DC, 2017

**Meeting Facilitation**

INFOCOMM, 2019  
 Electronic Transactions Association, 2016  
 ISSA, 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  
 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, 2002-2003.

**Speeches**

“Exhibitor Best Practices”, AVIXA EAC Meeting, 11/19  
 “Immersive Learning Experience: Show & Exhibit Design”, PCMA’s EduCon, 6/17  
 IAEE DC Chapter Luncheon, Attendee Acquisition, 2/16  
 IAEE DC Chapter, Building an Exhibit Sales Plan, 4/15  
 The Vision Council, Tradeshow 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

### **Podcasts**

Planet Leadership Podcast – September, 2019  
Don and Mike's Podcast – April, 2019

### **Memberships & Committees**

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

### **Authored Articles**

Editor

*Lippman Connects Blog*, 2014-Present  
*Lippman Connects Insider*, 2014  
*Attendee Acquisition Roundtable Resource Book*, 2011-Present  
*Exhibit Sales Roundtable Resource Book*, 2012-Present

Columnist

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

Author

Is Outboarding Really the Problem? *MeetingsNet*, 1/18  
4 Reasons to Be Optimistic, *MeetingsNet*, 1/18  
More than Just Trade Shows, *Exhibition World*, 9/16  
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

### 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, 2002-2003

### Quoted

"Measuring ROI", *MeetingMentor*, Summer 2019  
"Happy Independent's Day," *Trade Show Executive*, 7/17 "Virtual Attendance," *CEO Update*, 2/17

More than Just Trade Shows, *Exhibition World Fall 2016*

*Exhibit City News*, 12/14

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, *E<sup>2</sup>*, 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, *F*