AGENDA
Co-Chairmen: Clay Miller, Mark Podl

I. Call to Order Clay Miller

II. Welcome and Introductions Clay Miller
   a. Disposition of Minutes

III. Industry Shows & Associations – Current State Clay Miller
   a. Shows and Events
   b. Tradeshows Document
   c. Industry Resources

IV. Virtual/Hybrid Events Kerwin Brown
   a. Tracking/Reporting
   b. BEMA/IBIE Resource

V. Committee Goals
   a. Utilize the standing committee as an internal feedback group to identify industry needs and to provide direction for developing partnerships.
   b. Publish and promote the industry tradeshows resource document.
   c. Evaluate/research other relevant associations regarding events (new and virtual) and membership strategies.
   d. Expand the research and subsequently the resource document to include the virtual elements being executed at industry events and tradeshows.
   e. Provide a recommendation to the IBIE committee regarding the virtual component of the tradeshows.
   f. Assignments

VI. Adjourn Clay Miller

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Vision: BEMA creates an overwhelming competitive advantage for our members.
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Industry Resources

http://www.ufi.org/coronavirus (Global Association of the Exhibition Industry)

COVID-19 Recovery Outlook (Newsletter by MDG, Tradeshow Marketing Firm)
https://engage.mdg.agency/email/view/5eea396f424fa3398326905

Standing Committee Members
Wendi Ebbing
Matt Stanford
Doug Peckenpaugh
Ray Anater
Teresa Ruder
Steve Berne
Eric Cruse