



Exhibitor Orientation - Agenda

Friday, February 23, 2018
10:00 am – 1:00 pm
Room 353

COBO Center
One Washington Blvd., Detroit, MI

10:00 – 10:30 am – Welcome and Review of Annual Conference and Exhibit Show

David Martell, Executive Director, MSBO

*Lisa Truscott, Associate Member Representative to the Board of Directors and
Committee Chair, SET SEG*

Review Conference Structure, and Prizes

10:30 – 11:00 am – MSBO Exhibit Process and COBO Center Logistics

Patty Lenneman, Exhibit Coordinator, MSBO

David Austin, Sales Director, COBO Center

Bob Baumgart, General Manager, Freeman

Alanna Powers, Customer Service, Freeman

Registration, Contract, Freeman Services, Move In Times, Onsite
Registration, Parking, Unloading and Loading

11:00 – 11:30 am – City of Detroit Overview

Chloe Seymour, Experience Coordinator, Detroit Experience Factory

Overview of Detroit Growth and Improvements

Collateral of Maps and Materials, Local Restaurants, Parking, and Road
Construction Provided

11:30 am – 12:00 pm – Lunch – sponsored by MSBO and Cobo Center

12:00 – 12:10 am – MSBO Conference Website and Marketing

David Martell, Executive Director, MSBO

Exhibitor Webpage and Tips, Marketing to Members, and Sponsorship
Opportunities

12:10 – 12:50 pm – COBO Center Tour and Logistics

David Austin, Sales Director, COBO Center

Bob Baumgart, General Manager, Freeman

Alanna Powers, Customer Service, Freeman

Cobo Center Video and Highlight of Changes, Tour of Facility

12:50 – 1:00 pm – Wrap Up & Questions

David Martell, Executive Director, MSBO

*Lisa Truscott, Associate Member Representative to the Board of Directors and
Committee Chair, SET SEG*

Questions: Contact Patty Lenneman at plenneman@msbo.org or 517.327.2584.