



EXHIBITOR SUMMIT & SPONSORSHIP SHOWCASE

TUESDAY, SEPTEMBER 5

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| 3:00 pm – 5:00 pm | Exhibitor Advisory Board Meeting (<i>members only</i>) |
| 5:00 pm – 7:00 pm | Exhibitor Welcome Reception |

WEDNESDAY, SEPTEMBER 6

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| 7:30 am – 8:00 am | Breakfast |
| 8:00 am – 10:00 am | Meeting Session |
| 10:15 am – 11:30 am | Educational Session
Unpacking the Insights: A Deeper Dive into the 2023 CattleCon Attendee Survey
Presented by Joe Federbush, President, EVOLIO Marketing Inc. |
| 11:45 pm – 1:30 pm | Lunch & Supplier Showcase |
| 1:30 pm – 3:00 pm | Convention Center Tour |
| 3:30 pm – 6:30 pm | Off-site – Sites & Bites Tour around Orlando |

THURSDAY, SEPTEMBER 7

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| 8:30 am – 9:00 am | Breakfast |
| 9:00 am – 10:00 am | Educational Session
Changing the Game: From Measuring ROI to ROE
Presented by Claire Lester, Design Studio Strategist, Martiz Global Events |
| 10:00 am – 10:15 am | Closing Comments |
| 10:15 am – 11:30 am | Tour of hotels – on request |