THE CONVENTION **COMMITTEE INVITES YOU TO EXPERIENCE ISAE'S 2015 ANNUAL CONVENTION**

Thank you to the 2015 Convention Committee for all of your hard work in planning this year's convention!

Co-Chair: Ashley Vezzoso, Visit Evansville Co-Chair: Kelsey West, Accent on Indianapolis

Kelby Dolan, Kelby Dolan.com

Gabe Espinosa, Tau Kappa Epsilon Fraternity

Michelle Horty, Tropicana Evansville Lindsey Knight, Indiana Commercial Board

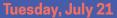
of Realtors

Lauren O'Neill, Indiana Apartment Association Kristine Petkovich. The Westin Indianapolis

Genevieve Pickle. Schahet Hotels

Gail Smith. JW Marriott

SCHEDULE AT A GLANCE



5:30-7:00 p.m. Registration

7:00-9:00 p.m. Convention Kick-Off Party

Wednesday, July 22

8:30 a.m.-2:30 p.m. Registration

9:30-11:30 a.m. CEO-Only Deep Dive 9:30-10:30 a.m. Deep Dive Sessions Part 1 10:45-11:15 a.m. **NEW!** Fast Break Sessions **11:15** a.m.-**12:15** p.m. Deep Dive Sessions Part 2 12:00-2:00 p.m. CEO Lunch & Roundtable

12:15-2:00 p.m. Shared Interest Group (SIG) Lunch

2:00-2:30 p.m. **NEW!** Fast Break Sessions 2:30-4:30 p.m. Community Service Project 2:30-4:30 p.m. **NEW!** Cornhole Tournament

6:00-7:00 p.m. Shared Interest Group (SIG) Reception

6:00-7:00 p.m. **CAE** Reception

7:00-9:00 p.m. **Annual Convention Bash** 9:00-10:30 p.m. Last Call After Party

Thursday, July 23

7:00-10:30 a.m. Registration 8:00-8:45 a.m. Breakfast & Expo 8:45-9:45 a.m. Opening Keynote 10:00-11:00 a.m. **Breakout Sessions Breakout Sessions** 11:15 a.m.-12:15 p.m. 12:15-1:15 p.m. **Lunch & Annual Meeting** 1:30-2:00 p.m. **NEW!** Fast Break Sessions

2:00-3:00 p.m. Closing Keynote



ff Learn what's important in the world of associations.

9100 Purdue Road, Suite 200 Indianapolis, IN 46268





Exhibitors (as of 4/29/15)

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2015 ANNUAL

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KEYNOTE SESSIONS

OPENING KEYNOTF

Creating a Healthy Association Ecosystem



Gabriel Eckert, CAE, Executive Director, BOMA Georgia

We are all familiar with the importance of healthy ecosystems in nature, but what are the essential elements of a healthy association ecosystem?

Through this dynamic and interactive presentation, you will learn how to identify and strengthen the eight essential elements in your association.



CLOSING KEYNOTE

Emotional Intelligence—Learn How to Boost Your Business EQ



Brooke Billingsley, Co-Owner and CEO of Perception Strategies, Inc.

Emotional intelligence is the "something" in each of us that is a bit intangible. It affects how we manage behavior, navigate social complexities

and make personal decisions that achieve positive results. Join Brooke for the closing keynote where she will share how emotional intelligence can boost your business EQ.



FAST BREAK SESSION TOPICS





Sponsorship Sales

Affordable Event Trends







DEEP DIVE SESSIONS

The Neuroscience of Marketing

Bryan Gray, President/CEO, MediaSauce

Hear Bryan discuss how to integrate the latest applications in brain science with a persuasion-based messaging model to help your organization craft your competitive advantage, or compelling why, to drive better, faster and ongoing engagement.

CEO Challenges

Gabriel Eckert, Executive Director, BOMA Georgia

In this CEO only workshop, join Gabriel Eckert for a facilitated conversation on the challenges you are facing as an association executive. Please bring one or two challenges you or your association are dealing with currently to discuss.

BREAKOUT SESSIONS

Lighten Up—Using Mindfulness to Awaken the Leader Within

Alyssa Pfennig, CAE, Executive Director, Mighty Lotus

Demonstrating Value to the Choosiest of Members

Aaron Wolowiec, CAE, CMP, Founder & President, Event Garde Kim Harwood, Founder, Results at Hand Software

Making Your Meeting RFP Attractive

Kristen Spriggs, Vice President of Member Development, National Association of Mutual Insurance Companies (NAMIC)

Your Staff Engagement Temperature— **How to Raise that Temperature**

Kim Stoneking, CAE, Facilitator, Corporate, Executive & Individual Coach, Vantage Group

For a complete listing of sessions, descriptions and speaker bios, go to isae.org/2015-conv.

REGISTRATION & PRICING

Register Online: isae.org/2015

ANNUAL CONVENTION	BEFORE 7/3	AFTER 7/3
Members	770	770
First Registration	\$220	\$240
Second Registration	\$190	\$210
Third Registration & Beyond	\$95	\$110
Non-Members		
First Registration	\$320	\$340
Second Registration & Beyond	\$290	\$310
CORNHOLE TOURNAMENT		
Members		
Individuals	\$30	\$40
Team of Two	\$50	\$55
Non-Members		
Individuals	\$50	\$60
Team of Two	\$60	\$65
ANNUAL CONVENTION BASH ONLY—JULY 22		
Members & Non-Members		
Convention Bash Only	\$60	\$70

The community service project is free to all participants.

HOTEL & TRAVEL INFORMATION

Tropicana Evansville

421 NW Riverside Drive

Rate: \$99/night Book by: July 7

Book online: isae.org/2015-convention/hotel-information Book by phone: 1-800-342-5386, group code GISAE15

Le Merigot Hotel

615 NW Riverside Drive

Rate: \$139/night Book by: July 7

Book by phone: 1-800-342-5386, group code GISAE15