EVENT LIVE EXPO 2011

Supported by AEG

Co-located with Stadia Design & Technology EXPO North America 2011

THE TRADE SHOW
FOR LIVE EVENT OWNERS,
PROMOTERS & PRODUCERS
April 12, 13, 14, 2011

DON'T MISS THE VIP PARTY!



Secure your complimentary pass – register online now!
www.eventlive-expo.com

What is Event Live Expo?

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Event Live Expo is a cutting edge trade show that showcases the latest technologies, innovations and services for large-scale live event production.

A unique networking opportunity in the world's entertainment capital, Los Angeles, Event Live Expo is a platform for all owners, producers and promoters of large-scale, big-budget live events, such as music concerts and festivals, sporting events, fashion shows, major product launches and more, to see the latest products and services firsthand.

A meeting place for the event production industry, Event Live Expo brings together all aspects of live event production from staging, sound, lighting and AV, to supporting services such as catering, merchandising and ticketing.



image: PRG - Vancouver Winter Olympics

Event Live Summit

The Event Live Summit is a free-to-attend conference, engaging key decision makers, exhibitors and industry professionals. With keynote speakers from a cross-section of the industry, the summit will bring together some of the smartest minds in event and entertainment services to discuss the bigger issues affecting large-scale live event production.

Summit Schedule Tuesday April 12

1.30 PM - 3.00 PM

Panel Session: Blowing Minds in the Digital Age: Creating Bang for the Buck When Audiences Have Seen it All

Moderator: John Modell – Co-Founder 3ality Digital, Producer, U23D and Baltimore Ravens Entertainment, Broadcast & Technology
Robert Roth – *Relationships Management, Christie Lite, LLc*
John Wiseman – *CEO, CHAOS*
Ron Doroba – *Production Director, Same World Entertainment LLc*
Scott Willsallen – *Principal, Auditoria*

3.30 PM - 5.00 PM

Panel Session: Live Events: Make Them Happen, Make Them Work and Make Them Profitable!

Moderator: Larry Smith – *Publisher, Tour Guides Magazines, Mobile Production Monthly, The Tour Link Conference, mobileproductionpro.com*
David Scheirman – *Vice President, Tour Sound, JBL Professional*
Jens Zimmermann – *Chief Sales Officer Europe - Africa - Asia Production Resource Group*
Tim Roberts – *Director & Senior Advisor, TESS*
Darin Smedberg – *Director of Engineering, Pix2o*

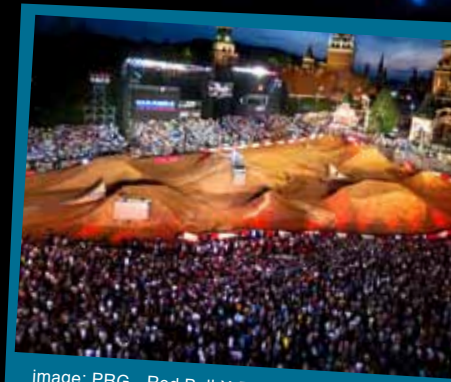

image: PRG - Red Bull X-Fighters World Tour

Summit Schedule Wednesday April 13

1.00 PM - 1.25 PM Does Safety Regulation Stifle Creativity? Glastonbury Festival – A Case Study
Tim Roberts – *Director & Senior Advisor, TESS*

1.30 PM - 3.00 PM Panel Session: Deep Thoughts on Production: Views and Opinions on the Current State of the Game, and its Sustainable Future
Moderator: Steve Macfadyen – *Chief Executive Officer, Tried & True, Inc. and Producer, Pollstar Live Conference*
Stuart Ross – *Chief Operating Officer, Festival Division Goldenvoice/AEG Live*
Mark Dodd – *President, Dodd Technologies Inc. and Tyler Truss Systems Inc.*
Kenneth Lopez – *Associate Professor of Practice, Music Industry Department, USC Thornton School of Music*
Lee Zeidman – *Senior Vice President/General Manager, STAPLES Center, Nokia Theatre L.A. LIVE & L.A. LIVE*

3.15 PM - 3.40 PM Offering AEG's Perspective on the Evolution of the Live Event Experience while Creating Growth and Incremental Business Opportunities
Tim Leiweke – *President & CEO, AEG*

3.45 PM - 4.10 PM How Much is Enough? Production Needs of Tours and Festivals
James Evans – *President & General Manager, Mountain Products*

4.15 PM - 4.40 PM The Unforgettable Experience. Five Essential Truths of Live Events
Daryl Butler – *Senior Vice President & Managing Director, Jack Morton Worldwide*

Summit Schedule Thursday April 14

10.45 AM - 12.15 PM Panel Session: Green is Good: The Green Factor and How to Maximize the Environmental Opportunity

Moderator: Greg Roberts – *Producer, Greg Roberts Productions/Green Festival/Mother Earth News Fair/Sunday Streets*
Brian Allenby – *General Manager, Reverb*
Sarah Haynes – *Founder & CEO, The Spitfire Agency*
Ashley Capps – *President, AC Entertainment*
Sean O'Rourke – *Vice President Operations & Sales, Road Show Services Inc*

12.45 PM - 1.10 PM On Time. On Budget. On Message.

Ricky Kirshner – *Producer, RK Productions*

1.15 PM - 1.40 PM Minimizing Risk: Insurance for the Live Event Industry

Jerry Lapson & Luis Cuadrado – *Executive Vice Presidents, Robertson Taylor, International Insurance Brokers*

correct at time of print



image: Harman - No Doubt, World Tour

Registering is simple, just log on to www.eventlive-expo.com to gain your FREE entry to the Event Live Summit.

AEG VIP Party @ Club NOKIA

AEG and Goldenvoice are to host a VIP party in honor of the opening year of Event Live Expo, taking place on Wednesday April 13 at Club NOKIA L.A. LIVE. Register at www.eventlive-expo.com for more information.



image: PRG - The Who Super Bowl XLIV Halftime Show

Co-located with Stadia

A strategic co-locate with Stadia Design & Technology Expo, the established global sports venue owners' and operators' event, will connect the two major event communities, creating a platform for the entire event industry to meet and exchange ideas, concepts and experiences with experts from around the world.

Exhibitors, Supporters & Media Partners

Supported by AEG

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Media Partners:

Event Information

Show Opening Times :

Tuesday	April 12	12.00 PM - 6.00 PM
Wednesday	April 13	12.00 PM - 6.00 PM
Thursday	April 14	10.30 AM - 2.00 PM

Venue

L.A. Convention Center
1201 S Figueroa St
Los Angeles
California 90015 | USA



Travel

The Los Angeles Convention Center is conveniently located at the intersection of the Santa Monica Freeway (10) and Harbor Freeway (110). It is served nationally and internationally by the Burbank Airport and the Los Angeles International Airport (LAX).

Contact Us

Smarter Shows | 132 Queens Road | Brighton | BN1 3WB | UK
Call us toll free US & Canada: +1 877 842 6289 | Fax us: +44 1273 774341
Email us: info@eventlive-expo.com | Visit us: www.eventlive-expo.com