



Florida Suppliers Council Meeting and Education Seminar Thursday, May 20, 2021 Don CeSar Hotel, St. Pete Beach, FL

2:30-3:30 p.m. **FSC Meeting**

3:30-3:45 p.m. **15-Minute Break**

3:45-5:15 p.m. **Education Seminar: Thrive on LIVE**

5:30-7:30 p.m. **Reception with FAA and BAAA Boards of Directors and Lyceum Students**

This educational program and the networking reception are complimentary for all supplier members of FAA affiliates. Registration for this event is mandatory. **Register here: www.faaHQ.org/FSC21**

Thrive on LIVE:

How to Reenter the Live Exhibiting Arena Better Than Ever Before

Presented by:
Jefferson Davis,
President of Competitive Edge



With the pandemic shutting down live exhibitions for almost a year and a half, your exhibiting strategies may be a little rusty and in need of a tuneup. Now is the perfect time to reevaluate, reimagine, and improve your exhibiting strategies. In this all-new session, Jefferson Davis of Competitive Edge will introduce you to his proven-effective “live exhibit marketing process,” which has helped his clients to generate more than \$800 million in combined results. Davis, a 30-year expo veteran and a leading expert in exhibiting productivity, will share strategic ways to ensure that your exhibiting program is not just an expensive appearance but rather a productive and profitable investment.