



TOTAL TECH
SUMMIT

CEPro

CI Commercial
INTEGRATOR

SECURITY SALES
& INTEGRATION

PITTSBURGH, PA

PITTSBURGH CONVENTION CENTER

NOVEMBER 7-9, 2018

GUEST SUCCESS PLAYBOOK

Your step-by-step guide to powerful results





WELCOME

Congratulations on your acceptance as a hosted guest of at Total Tech Summit!

Your acceptance is recognition of your company's success, its drive to continuously grow and improve and your position as a leader of the business who can make meaningful change happen.

In turn, your ability to leverage our events to accelerate growth and progress depends on taking a purposeful approach to your participation and on making a commitment to do the hard work of leading positive change upon return to your business operations.

In this Playbook, we provide guidance on how to do that from assessing your needs to researching and planning your onsite activities to executing at the event and making it count afterwards.

In a world of 140-character tweets and one sentence emails, it might feel unnatural to take the time to read a thousand words of advice on an event and spend another few minutes to think through a plan of attack, but we believe you'll find reading and acting on the Playbook worth your time.

If you have any questions or need for assistance in implementing the ideas laid out here, please let us know.

We truly want to serve you—to help you help your already superb company get even better!

Sincerely,



John Galante

John Galante

President

AE Ventures

508.618.4226

jgalante@ae-ventures.com



EVENT CONCEPT



About AE Ventures Hosted Events

Founded in 2008, AE Ventures is headed by President John Galante, a 31-year veteran of the event and high tech industries, and Executive Vice President Nancy Franco, with 16 years of experience in high-tech events. AE Ventures focuses exclusively on hosted style events that are the antidote to the risk, waste, and confusion represented by traditional tradeshows.

Every AE Ventures event hosts business leaders from the biggest and best players in the market served. They're drawn to our events by the opportunity to connect with top executives from companies of similar stature and are thrilled to learn we cover their attendance expenses including travel, hotel accommodations and access to a program of high-quality general sessions and engagements with vendor sponsors.

In recognition of these hosting benefits, guests agree contractually to attend our events from start to finish and follow a detailed itinerary that includes attending general sessions and roundtables, scheduled small group 35-min. boardroom presentations and 15-min. one-on-one meetings.

About Total Tech Summit

In Pittsburgh, November 7-9, the biggest, best and most progressive integration companies in the nation will come together for 2.5 days of peer-to-peer learning, vendor/partner connections and transformation. 400+ qualified executives will be fully hosted—including flight, hotel accommodations, complimentary registration and meals throughout Total Tech. (Over a \$1,500 value.)

In turn, all hosted guests agree to attend scheduled meetings with top tech manufacturers and service providers. It's about helping your company grow by exposing you to peer-tested business process improvements and helping you evolve your product and market mix effectively by connecting with leading vendors and consulting with your peers.





EVENT DETAILS

Total Tech Summit November 7–9, 2018

Orientation Sessions

Instead of waiting in line at a registration counter, at Total Tech we schedule groups of guests for a 15-minute orientation presentation. At these sessions, guests receive their individual schedules, badges and other materials and get briefed on how the event works.

General Sessions

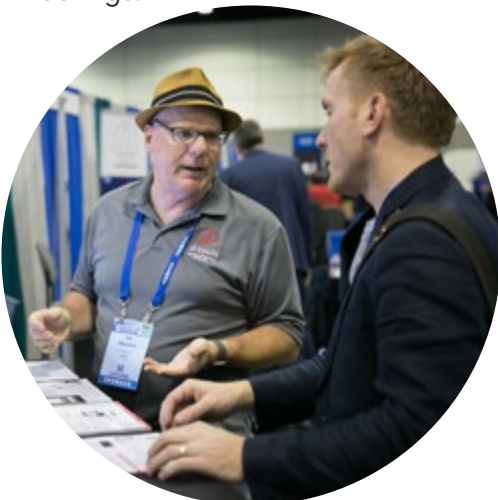
At Total Tech, we call all large audience presentations such as roundtable sessions, meal functions and keynotes “General Sessions”. These don’t-miss sessions feature high level market and management information, collaborative exercises and best practices for your company. There are five of these sessions.

Boardroom Presentations

Guests are split into several groups of 10–15 members to attend sponsors’ boardroom presentations. These boardrooms take place on Thursday, November 8 and Friday, November 9. Sponsors give 35-minute presentations to the group about their products and services.

Exhibits/One-on-One Meetings

All guests have a number of pre-scheduled one-on-one meetings with top manufacturers in the home tech industry. These 15-minute engagements will be relevant, as the sponsors receive company profiles on all guests so they are able to personalize their interactions. Attendees also have time to browse the exhibits and discover new products between the scheduled meetings.



EVENT VENUE



David L. Lawrence Convention Center

1000 Fort Duquesne Blvd.
Pittsburgh, PA 15222



Westin

1000 Penn Ave.
Pittsburgh, PA 15222
412-281-3700



Omni William Penn

530 William Penn Pl.
Pittsburgh, PA 15219
412-281-7100

All invited guests will have their accommodations, event access and food and beverage paid for as a part of the program.



EVENT SCHEDULE

WEDNESDAY, NOVEMBER 7

Time	CE PRO SUMMIT	CI SUMMIT	SSI SUMMIT
3:30 PM–5:00 PM	<p>Roundtable Session – Amazon, Apple, Google: Friends or Foes</p> <p>Riding on the wave of strong consumer interest in voice control and leveraging their ubiquitous consumer brands, Amazon, Apple and Google are becoming major players in the home technology space. The question for integration companies and hundreds of manufacturers who've been slogging it out on the frontlines of home tech for more than three decades is: Are they friends or foes? On the one hand, their sexy user interfaces and marketing muscle are driving consumer awareness and adoption. On the other hand, their tendencies toward market disruption and industry sector destruction are scary as heck. We'll provide a provocative thought-starter presentation on these tech titans, then challenge you to brainstorm strategies to cope and/or compete with their plays.</p>	<p>Roundtable - Best Practices Soup</p> <p>We highlight best practices for the commercial integrators from sales and marketing to design, installation and service to financial and human resources management and customer care/experience. We then turn it over to guests to brainstorm innovative, new approaches to company improvement. Top ideas are reported out to the group as a whole. A signature feature of AE Ventures hosted events, our roundtables break the ice among the guests and get the best practice-sharing juices flowing!</p>	<p>Roundtable Session – Best Practices Soup</p> <p>We highlight best practices for security dealers and integrators from sales and marketing to design, installation and service to financial and human resources management and customer care/experience. We then turn it over to guests to brainstorm innovative, new approaches to company improvement. Top ideas are reported out to the group as a whole. A signature feature of AE Ventures hosted events, our roundtables break the ice among the guests and get the best practice-sharing juices flowing!!</p>

THURSDAY, NOVEMBER 8

5:00 PM–6:00 PM	Combined Summit Keynote Address		
6:00 PM–7:30 PM	Connections Reception		
8:00 AM–9:15 AM	<p>Breakfast Session—Process Development and Documentation</p> <p>Research tells us process development, documentation and continuous improvement is one of the top challenges of custom integrators. This session showcases real world examples of excellence in process development and operational standardization that you can begin applying to your own business.</p>	<p>Breakfast Session – Fresh Horses - Products & Applications Your Company Can Ride for Revenue & Profit Growth</p> <p>Topics Include:</p> <ul style="list-style-type: none"> • Internet of Things • Artificial Intelligence • Virtual & Augmented Reality • Cloud-based Environments • AV over IP • App Development • Standardized Room Solutions 	<p>Breakfast Session – Fresh Horses Products & Applications Your Company Can Ride for Revenue & Profit Growth</p> <p>Topics Include:</p> <ul style="list-style-type: none"> • PSIM • New Sensors • Cyber-secure” Physical Security Systems • Biometrics/Facial Recognition • Near Field Communications • Voice Control • Cybersecurity for Small Businesses/ High-End Residential • Hosted Access & Video Surveillance • New Credentials for Access Control • Door Control Hardware • Outdoor Sensors
9:25 AM–11:30 AM	Boardroom Presentations	Boardroom Presentations	Boardroom Presentations



EVENT SCHEDULE

THURSDAY, NOVEMBER 8 (continued)

12:00 PM–1:15 PM	Luncheon Session – The Future of Custom Integration Infrastructure <p>Signal distribution and control continue to be core product and technical competencies for integrators, and while more and more signals are moving wirelessly, the bandwidth requirements of ever-higher definition video ensure hardware infrastructure will continue to be with us for as far as we can see. What's the infrastructure strategy for custom integrators today, and how can you effectively educate your customers and clients on infrastructure requirements? You'll hear from some of the most thoughtful and progressive custom integrators in the country.</p>	Luncheon Session – Capitalizing on New Office Environments <p>New types of working, playing and meeting spaces in offices are creating new opportunities for audio, video and control solutions for integrators. This session details the trends and the ways top integrators are seizing the opportunities they create.</p>	Luncheon Session – Voice of the Customer <p>The security threats and needs of commercial and institutional end-users are constantly evolving and addressing them with effective and efficient solutions is the key to growing and maintaining your customer base. In this session, you'll hear directly from a variety of decision-maker types in a variety of vertical markets from SMB/Light Commercial to Enterprise. You'll hear not only about pure security needs, but also broader system integration wants.</p>
1:25 PM–2:00 PM	Boardroom Presentations	Boardroom Presentations	Boardroom Presentations
2:00 PM–7:00 PM	Exhibits Open for One-on-Ones & Browsing <i>(One-on-Ones Start at 3:25 PM – Happy Hour Food & Beverage 5:00-6:30 PM)</i>		

FRIDAY, NOVEMBER 9

8:00 PM–11:00 PM	Pub Crawl		
8:00 AM–9:15 AM	Breakfast Session – Margin Heroes <p>Constantly refreshing and refueling your product mix with margin heroes is one of your most important charges. It's not a simple matter of effective shopping. It requires you to think through cost of sale, installation and support and your ability to sustain pricing competitively. In this session we will ask a panel of top integrators to walk through their product portfolios category by category to identify their margin heroes and explain why and how they made it happen. Get your notepad ready!</p>	Breakfast Session – AVaaS Update <p>Integrators are increasingly embracing the AV-as-a-Service business model to drive recurring revenue and increase customer satisfaction. This session will cover how integrators are succeeding with AVaaS and increasingly leveraging remote system analytics to facilitate the play.</p>	Breakfast Session – Adding Security Drones to Your Solutions Mix <p>No longer products of the future, security drones are joining the solutions mix of progressive dealers and integrators across the country. You'll get an update on technology, the regulatory and legal frameworks that are governing the business and, most important, learn about the applications and business models your peers are pursuing successfully.</p>
9:25 AM–11:30 AM	Boardroom Presentations	Boardroom Presentations	Boardroom Presentations
12:00 PM–1:00 PM	Networking Luncheon	Networking Luncheon	Networking Luncheon
1:00 PM–4:00 PM	Exhibits Open for One-on-Ones & Browsing <i>(One-on-ones start at 1:40 PM)</i>		

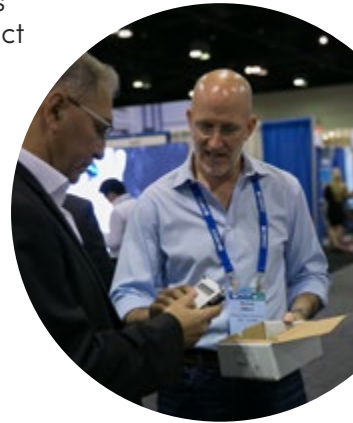


1. Supply Accurate Profile Information

The first step to success may be one you don't take very seriously or are just plain suspicious of. It's providing complete and accurate guest profile information. It's the most important factor for sponsors when considering whether to request meetings and presentations with you. Once you're assigned to a sponsor, they study your profile closely to prepare the most relevant, targeted information possible on their products and services for your meeting.

Think about your tradeshow interactions. They're often superficial or irrelevant even when the product seems like it might be a good fit for you. Why? Because you often don't know who you'll be meeting with, and they don't know who you and your company are.

When a prospective vendor knows the size and scope of your business operations, your existing product line-up, your role in the company and your wants and needs on products and process improvement, they can address your needs much more directly. So take care on providing all the profile info and in answering subsequent surveys from us. It's the foundation to focused interactions.



2. Assess Your Needs

Approximately three weeks in advance of the event, take 5-10 minutes to complete our needs assessment survey (page 10). This will help you identify your top product, applications and business process needs. For best results, detail these needs in writing and bring the document with you to Total Tech so you can recall priorities you wish to pursue before, at and after the event.





3. Identify Sponsors & Guests to Target for Onsite Interactions

With your priorities identified, take a tour of the online event sponsor and guest directories and identify up to five sponsors and five guests you're interested in connecting with at the event. AE Ventures staff will make email introductions in advance if interested so you can schedule time to connect at the event during exhibit browsing hours or other free time.



4. Idea & Contact Capture Onsite



Be sure to bring your needs assessment along with you to the event and take notes on the ideas and contacts you come across who can help you. In general capture all of your findings in writing. Don't rely on sheer memory when you are being flooded with information and new contacts. If you find gaps in your information and contact capture, don't hesitate to contact AE Ventures staff for assistance. We do this all the time, so no worries!



5. Implement Change

Putting the ideas and information you collect at the event to work in your business depends on three concepts—prioritization, urgency and expanding the leadership circle. You need to focus on one, two or no more than three concepts you want to implement and push the others into a parking lot for future consideration. On the idea or ideas you choose, the time for action is immediately while your vision for the idea and the motivation for change that you developed at the event are fresh. Get help fleshing out your vision for the changes from the relevant vendors or peer advisors you met at the event. And get the affected additional stakeholders from your company involved ASAP as well.

Share your vision for the change, discuss why it's important and valuable. Solicit their opinions and get their refinements and, most important, their buy-in to help you make it happen. For additional advice on implementing change consider these sources:

<https://hbr.org/topic/change-management>

https://www.mindtools.com/pages/article/newPPM_87.htm

<https://www.torbenrick.eu/blog/change-management/must-reads-on-change-management/>

<https://change.walkme.com/best-of-the-week-a-change-management-shootout/>



FAQs

What are boardroom presentations and how can I get the most out of them?

Boardroom presentations are scheduled on day 2 and day 3. Boardrooms are 35 minutes in duration and take place in convention center meeting rooms. You'll travel to 7 boardroom sessions with a group of nine or more of your industry peers escorted by a Total Tech group leader. Sponsors present on a variety of topics, including new products and the sales and profit opportunities they open up, new support or pricing programs that create a bottom-line impact for guests and product/technology road maps. Case studies on how integrators have successfully deployed sponsor products and services are common as well. Some companies take a focus group approach for part or all of the boardroom time slot, asking guests for feedback on products and programs under development. You'll get the most out of boardrooms by simply paying attention and consulting your needs assessment to determine how the sponsor company can help you make progress in your targeted improvement areas. Don't restrict your thinking to products only. Sponsors often can also help on process development and improvement.

How do one-on-one meetings work and how can I get the most out of them?

One-on-one meetings are 15 minutes in duration and take place at the sponsor's exhibit based on a schedule established in advance for sponsors and guests. There are 10-minute intervals between meetings. We counsel sponsors to use the first third to half of the meeting time to learn more about your needs and challenges, so they can present the most relevant and useful information to you in the remaining time. We also counsel them to identify specific next steps with you and additional stakeholders at your company should you have concept interest in their products and services. You'll get the most out of one-on-one meetings by arriving on time, being open to discovery questions and frank about the product's potential value to your company and the process by which you'll evaluate the products. Again, don't restrict your questions and conversation to products: ask sponsors how they can help you on process development and improvement.

What's the purpose of general sessions?

Total Tech features five general sessions ranging from interactive roundtable discussions to our keynote and breakfast and lunch sessions. The sessions provide high level market and management information and advice from industry experts. Their purpose is to help you grow and improve your company by exposing you to best practices and ideas in process improvement and product/market mix evolution.

Why do I need to follow my schedule?

Total Tech is a precisely organized event, encompassing thousands of scheduled meetings and presentations. Sponsor pay for and are guaranteed a specific number of presentation slots and meetings. If you miss meetings or presentation you undercut the economic foundation of the event, which is what enables Total Tech to host you. If you try to change your scheduled meetings you set off a domino effect on scheduling that detracts from the experience and value of the event for sponsors and other guests.

How do I meet with sponsors not on my schedule?

You have time in between meetings to seek out sponsors not on your list of scheduled presentations and meetings. You can also schedule time with sponsors in-between your scheduled meetings. You can work to do this in advance by contacting our guest relations department for an email introduction and contact info or by visiting the sponsor's exhibit at the event.

When can I meet with guests I'm not paired with at general sessions and boardroom presentations?

Total Tech guest relations staff can help you make these connections by email and phone. Given all the meeting obligations of the event, after hours or exhibit browsing time are likely the best times to connect.

How do I get access to general session slides and video of the presentations?

General session videos and slides become available for online viewing within ten days of the event. Total Tech will send you links to the content as soon as available after the event.



Needs Assessment Survey

In which process areas do I need to look for improvement?

- **Leadership & Organization**
 - Values, vision and goals discovery and articulation
 - Product and market/customer segment evaluation
 - Business model design and development
 - Organizational design and development
 - Process development and documentation
- **Customer Creation & Retention**
 - Marketing
 - Sales
 - Customer experience/customer care
- **Production/Operations**
 - System design
 - System installation
 - Monitoring and managed services
 - Field service
- **Finance & Administration**
 - Contracts, billing, collections
 - Finance and accounting
 - Hiring, onboarding and training
 - Human resources administration

What products/markets do I need to evaluate?

- **What products/product categories do we need to explore:**
 - To increase revenues?
 - To increase profit?
 - To improve competitive position?
 - To open attractive, new vertical markets?
 - To serve new pricing bands within an existing market/customer segment?
 - To improve performance/customer experience?
- **What new markets do we need to explore:**
 - To increase revenues?
 - To increase profit?

Review our Integrator's Guide to Process Improvement and Product/Market Mix Evolution and think more deeply about the critical business needs you can address through the Summit.

Download the Integrator's Guide here:
www.totaltechsummit.com/integrators-guide

