



➤ EXHIBITOR AGENDA

The agenda below shows which events (both mandatory and optional: time permitting) are available to Exhibitors & Strategic Partners, organized by the track in which your company is registered. Backpack exhibitors: follow either the Apparel/Gift (AG) or Tech (T) track. Grad exhibitors: follow the Supplies (SU) track. You may join ICBA sessions (except those marked as **ICBA MEMBERS ONLY**) if you are not in a pre-scheduled PRIMEtime or Business Encounter meeting at that time. Periodic refreshment breaks will take place in both mornings and afternoons. Your final hourly meeting schedule will be sent to you approximately one week prior to the Conference.

For more information on sessions and speakers, visit icbainc.com/conference/about-2020.

START TIME	END TIME	EVENT	LOCATION*	Platinum Partner (P)	Gold Partner (G)	Apparel/Gift (AG)	Supplies (SU)	Tech (T)	Course Materials (CM)	Specialty Zone (SZ)
MONDAY, FEBRUARY 3, 2020										
1:00 PM	6:00 PM	Gold & Platinum Partner Registration	Satellite Registration Desk	P	G					
4:30 PM	4:30 PM	Board buses to the University of Arizona campus	See Hotel Shuttle Schedule	P	G					
5:30 PM	6:30 PM	University of Arizona BookStores Tour	University of Arizona BookStores	P	G					
6:30 PM	8:30 PM	ICBA/LSG Reception & Dinner <i>Sponsored by Nebraska Book Company</i>	University of Arizona Levine Grand Ballroom	P	G					
7:30 PM	9:30 PM	Shuttles Return to Hotels	University of Arizona	P	G					
TUESDAY, FEBRUARY 4, 2020										
7:00 AM	8:20 AM	Breakfast	Sundance Café, Epazote & Lawn	P	G					
8:30 AM	9:30 AM	ICBA Business Meeting & Strategic Update	Presidio III-V			ICBA MEMBERS ONLY				
9:45 AM	10:45 AM	Macro versus Micro: How the Latest Economic Trends Are Affecting the Consumer . . . and What You Can Do About It! <i>Sarah Quinlan, The Carolantic Fund</i>	Presidio III-V	P	G	AG	SU	T	CM	SZ

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11:00 AM	6:00 PM	ICBA Exhibitor Registration	Satellite Registration Desk	P	G	AG	SU	T	CM	SZ
11:00 AM	5:00 PM	ICBA Exhibitor Set-up <i>PowerSuites, PowerHall, D&H Pavilion, and Specialty Zone</i>	PowerSuite Casitas, PowerHall Ballrooms	P	G	AG	SU	T	CM	SZ
11:00 AM	12:00 PM	The Truth about Shopping vs. Buying: How Retailers Can & Must Serve Both Groups <i>Suzanne Powers & Toby Southgate, McCann Worldgroup</i>	Presidio III-V	P	G	AG	SU	T	CM	SZ
12:00 PM	1:05 PM	Lunch	Sundance Café, Epazote & Lawn	P	G	AG	SU	T	CM	SZ
1:15 PM	2:10 PM	ICBA Success Stories <i>Featuring 2018 ICSR Award Winners</i>	Presidio III-V	P	G	AG	SU	T	CM	SZ
2:10 PM	2:30 PM	2019 ICSR Award Winner Announcements	Presidio III-V	P	G	AG	SU	T	CM	SZ
2:45 PM	4:15 PM	ICBA Buyer2Buyer & Store2Store Networking Discussions	Various Rooms	ICBA MEMBERS ONLY						
4:30 PM	5:00 PM	ICBA Buyer2Buyer & Store2Store Networking Discussions Recap Sessions	Presidio III-V & White Dove	ICBA MEMBERS ONLY						
4:30 PM	5:00 PM	Exhibitor Meeting	Agave	P	G	AG	SU	T	CM	SZ
5:30 PM	7:30 PM	Open House Preview Night Reception <i>Attendees informally browse exhibit areas over appetizers and drinks, and play ICBA Bingo game to win prizes! Last names A-L start in PowerSuites and M-Z starts in PowerHall. Switch zones between 6:20 PM and 6:40 PM. All Exhibitors are required to participate in Open House Preview Night.</i>	PowerSuite Casitas, PowerHall Ballrooms, Specialty Zone (Ballroom Foyers)	P	G	AG	SU	T	CM	SZ
7:30 PM	9:00 PM	ICBA Dinner	Sundance Café, Epazote, & Lawn	P	G	AG	SU	T	CM	SZ
WEDNESDAY, FEBRUARY 5, 2020										
7:00 AM	8:20 AM	Breakfast <i>Includes Breakfast Chats, tables set aside for optional discussion groups</i>	Sundance Café, Epazote, & Lawn	P	G	AG	SU	T	CM	SZ
8:30 AM	12:00 PM	PRIMEtime Buyer/Vendor Meetings	PowerSuite Casitas & PowerHall Ballrooms	P	G	AG	SU	T	CM	
8:30 AM	12:00 PM	Specialty Zone Open	Ballroom Foyers							SZ

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8:30 AM	9:10 AM	ICBA Business Encounter Breakout Sessions (1 of 5)	See Business Encounters Schedule	P	G						
8:30 AM	9:30 AM	Marketing Session - Email Marketing: Copy That Closes <i>Marie Hale, @revenue</i>	Palo Verde	P	G	AG	SU	T	CM	SZ	
9:45 AM	10:45 AM	Practical Innovation that Moves the Needle <i>Algernon Callier, Platypus Labs</i>	Presidio III-V	P	G	AG	SU	T	CM	SZ	
11:00 AM	12:00 PM	Understanding Students is the Key to Supporting Students: Insights into Student Behaviors & Trends <i>Ken Wincko, Barnes & Noble College</i>	Presidio III-V	P	G	AG	SU	T	CM	SZ	
12:00 PM	1:05 PM	Lunch <i>Sponsored by RedShelf</i>	Sundance Café, Epazote, & Lawn	P	G	AG	SU	T	CM	SZ	
1:15 PM	5:50 PM	PRIMEtime Buyer/Vendor Meetings	PowerSuite Casitas & PowerHall Ballrooms	P	G	AG	SU	T	CM		
1:15 PM	5:50 PM	Specialty Zone Open	Ballroom Foyers							SZ	
1:15 PM	1:55 PM	ICBA Business Encounter Breakout Sessions (2 of 5)	See Business Encounters Schedule	P	G						
1:15 PM	3:15 PM	Marketing Session - The Optimized Bookstore Website: Content & Conversions on Campus (Special Two-Part Session) <i>Andy Crestodina, Orbit Media</i>	Palo Verde	P	G	AG	SU	T	CM	SZ	
2:15 PM	3:15 PM	Creating a Salesroom (Not a Showroom) in Your Store <i>Paul Erickson, Management One</i>	Presidio III-V	P	G	AG	SU	T	CM	SZ	
3:30 PM	5:00 PM	Retail Technology Innovation Showcase (RTIS) & Reception	Presidio III-V	ICBA MEMBERS ONLY							
6:30 PM	7:45 PM	ICBA Dinner <i>Sponsored by NetSuite</i>	Sundance Café, Epazote, & Lawn	P	G	AG	SU	T	CM	SZ	
8:00 PM	10:00 PM	ICBA Party <i>Co-sponsored by D&H and Texas Book Company</i>	The Last Territory	P	G	AG	SU	T	CM	SZ	

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THURSDAY, FEBRUARY 6, 2020										
7:00 AM	8:20 AM	Breakfast <i>Includes Breakfast Chats, tables set aside for optional discussion groups</i>	Sundance Café, Epazote, & Lawn	P	G	AG	SU	T	CM	
8:30 AM	12:00 PM	PRIMEtime Buyer/Vendor Meetings for Apparel/Gift & Technology	PowerSuite Casitas, Presidio I-II			AG		T		
8:30 AM	10:30 AM	PRIMEtime Buyer/Vendor Meetings for Supplies	PowerSuite Casitas, Turquoise				SU			
8:30 AM	9:30 AM	PRIMEtime Buyer/Vendor Meetings for Course Materials	PowerSuite Casitas, Coronado	P	G				CM	
8:30 AM	9:30 AM	How Did Digital Education Become a Thing? Gradually, then Suddenly <i>Phil Hill, PhilOnEdTechBlog & MindWires, LLC</i>	Presidio III-V	P	G	AG	SU	T	CM	
9:40 AM	10:20 AM	ICBA Business Encounter Breakout Sessions (3 of 5)	See Business Encounters Schedule	P	G					
9:40 AM	10:20 AM	Marketing Session - Social Media Strategy: Eliminate Unsuccessful Random Acts of Marketing <i>Sue Koch, Social Media Success Catalyst</i>	Palo Verde	P	G	AG	SU	T	CM	
10:30 AM	12:00 PM	Open Order Writing Time for Supplies Track	PowerSuite Casitas, Turquoise				SU			
10:35 AM	11:20 AM	Oven Fresh Data: Course Materials Insights from January Rush and Beyond <i>Jared Pearlman & Ryan Petersen, Verba VitalSource</i>	Presidio III-V	P	G	AG	SU	T	CM	
11:35 AM	12:15 PM	ICBA Business Encounter Breakout Sessions (4 of 5)	See Business Encounters Schedule	P	G					
11:35 AM	12:15 PM	Marketing Session - The Trust Economy: The Power of Real Customer Reviews <i>Bradley Poole, ResellerRatings</i>	Palo Verde	P	G	AG	SU	T	CM	
12:00 PM	1:05 PM	Lunch	Sundance Café, Epazote, & Lawn	P	G	AG	SU	T	CM	
1:15 PM	5:50 PM	PRIMEtime Buyer/Vendor Meetings for Apparel/Gift & Technology	PowerSuite Casitas, Turquoise, Presidio I-II			AG		T		

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1:30 PM	2:10 PM	ICBA Business Encounter Breakout Sessions (5 of 5)	See Business Encounters Schedule	P	G					
1:30 PM	2:10 PM	Supply Workshop - Recap of PRIMETIME, ICBA Annual Partners, and The SOURCE	Tucson	ICBA MEMBERS ONLY						
1:30 PM	2:10 PM	Marketing Session - Discussion & Recap <i>Marcy Farrey, ICBA, Facilitator</i>	Palo Verde	P	G	AG		T		
2:25 PM	3:10 PM	Going Campus-Wide with Course Materials Access Panel Discussion	Presidio III-V	P	G	AG		T		
2:25 PM	3:10 PM	Supply Workshop - Calligraphy Workshop: Improve Your Handwriting in 5 Easy Steps Learning Calligraphy Techniques <i>Renee Palting, Arizona Correspondence Society</i>	Tucson	P	G	AG		T		
3:30 PM	4:40 PM	ICBA Innovators <i>ICBA Member Stores present on successful, innovative initiatives and programs at their stores.</i>	Presidio III-V	P	G	AG		T		
6:00 PM	7:30 PM	ICBA Reception & Dinner	Sundance Café, Epazote, & Lawn	P	G	AG		T		

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