



EVENT SUMMIT

Formerly the Joint Meeting Planners Trade Show
Experience this New and Exciting Event!

Capitol Plaza Hotel ~ Jefferson City, MO
Tuesday, August 1, 2017

Presented by Missouri Society of Association Executives, Missouri Travel Council and
Society of Government Meeting Professionals

Planner Registration



DEAR MEETING PLANNERS,

The Missouri Society of Association Executives, the Missouri Travel Council and the Society of Government Meeting Professionals are joining together to present the Missouri EVENT SUMMIT, formerly the Joint Meeting Planners Trade Show. This year marks the 21st year that these three groups have collaborated to bring such an amazing event to your area.

This year the committee has planned something for everyone. The educational sessions will cover *How to Create a Survival Mindset*, *CAPPitalizing on Your Conference APP*, and *Ins & Outs of Dietary Needs-Not Wants*. We have speakers from diverse backgrounds coming together to present what is shaping up to be the best educational workshops yet.

New this year: lunch will be held throughout the exhibit hall creating more networking time with your peers with ample time to visit each booth. We will end the day with a reception and prizes.

If you will be needing hotel accommodations you can contact Capitol Plaza Hotel at 573-635-1234 and ask for the Missouri EVENT SUMMIT Rate for the \$91.00 meeting rate before July 1, 2017.

Please take the time to register today for the Missouri EVENT SUMMIT and join us for a full day of exhibits, networking, education, fun and prizes.

We hope you will be a part of this year's events!

Jay Hahn, Missouri Optometric Association
President, Missouri Society of Association Executives

Cori Day, Visit KC
President, Missouri Travel Council

Annette Wallace, Missouri Department of Economic Development
President, Society of Government Meeting Professionals



TENTATIVE AGENDA

August 1, 2017

- 7:00-11:00 am** **Exhibitor Set-up and Registration**
EXHIBIT HALL
- 8:00 am** **Meeting Planner Registration**
ATRIUM
- 9:00-9:45 am** **CONCURRENT EDUCATION SESSIONS**
- How to Create a Survival Mindset**
Sponsored by DoubleTree by Hilton, Springfield
The survival mindset lies within each and every person. We must know how to control our survival mindset when threats arise. Learn what to do if you are caught up in an active shooter situation and how law enforcement will respond to the incident. Learn to practice situational awareness. There are strategies any one can learn that may help them survive a volatile situation.
Michael Hague, President & CEO, Security Solutions and Training, LLC
LINCOLN ROOM
- CAPPitalizing on Your Conference APP**
Sponsored by Cape Girardeau CVB
Chances are many of your event attendees travel with some sort of smart device, laptop, smartphone, or perhaps a tablet. These can be very useful tools for your group. Event apps are a great way to keep attendees informed, engaged, accessible, and responsive. MPRA staff will share their story of transition from printed programs to electronic over the last three years. We have spent a great deal of time researching and planning to ensure our conference app is well received, easy to use, and meets the needs of our delegates and now we want to share that information with you!
Gary Gates, Missouri Park & Recreation Association (MPRA); Sarah Veile, Missouri Park & Recreation Association (MPRA)
CARNEGIES ROOM
- Ins & Outs of Dietary Needs–Not Wants**
“Studies indicate that half of the fatal episodes from food allergens occur outside the home,” according to Food Allergy Research & Education (FARE). This statistic is startling and as a result, restaurant owners and meeting planners feel obligated to address this issue seriously with our guests. Although Missouri does not require restaurants to be trained in allergy awareness, we owe it to our guests to be educated so we can take every precaution to keep them safe. Learn about major food allergens, where to find them in foods, cooking substitutions, and how to accommodate guests.
Sarah Young, MS, RD. LD, Wellness Program Dietitian, Missouri Consolidated Health Care Plan; Stacey Busken, Harvest Table Eatery & Miscellany
FOUNTAIN COURT LOUNGE
- 9:45 am** **Break**
- 10:00-10:45 am** **CONCURRENT EDUCATION SESSIONS repeated**
- 11:00 am** **Exhibit Booths Open with Lunch Stations**
EXHIBIT HALL
- 2:15 pm** **Reception and Prizes**
Sponsored by Tan-Tar-A Resort, Golf Club, Marina & Indoor Waterpark
ATRIUM

Planner Registration

Name _____
 Organization _____
 Address _____
 City/State/Zip _____
 Phone _____ Email _____

REGISTRANTS (please list names)	Education	Lunch/EVENT SUMMIT	(circle those that apply)
1. _____	<input type="checkbox"/>	<input type="checkbox"/>	MSAE / MTC / SGMP/OTHER
2. _____	<input type="checkbox"/>	<input type="checkbox"/>	MSAE / MTC / SGMP/OTHER
3. _____	<input type="checkbox"/>	<input type="checkbox"/>	MSAE / MTC / SGMP/OTHER
4. _____	<input type="checkbox"/>	<input type="checkbox"/>	MSAE / MTC / SGMP/OTHER

PAYMENT OPTIONS

_____ Member Registrations @ \$20 each \$ _____
 # _____ Non-Member Registrations @ \$40 each \$ _____
 Total Amount Enclosed \$ _____

_____ Visa/MasterCard/Discover/American Express or Check
 Credit Card # _____ Exp. Date _____ V-Code _____

(Payment must accompany registration form)

Send Registration and Payment to:

MSAE, 722 E. Capitol Avenue, PO Box 1574, Jefferson City, MO 65102
 Fax: 573-635-7823 ~ Phone: 573-659-8898 ~ Email: sboeckman@msae.net

EXHIBITORS TO DATE INCLUDE

Adams Mark Hotel & Conference Center
 Aladdin Holiday Inn, Downtown KC
 Big Cedar Lodge
 Branson CVB
 Chesterfield Hampton Inn & Suites Hotel
 DoubleTree by Hilton Springfield
 Drury Hotels
 Ehrhardt Hotels
 Elms Hotel & Spa
 Explore St. Louis
 Greater St. Charles CVB
 Jefferson City CVB
 Lake of the Ozarks CVB
 Lodge of Four Seasons
 Oasis Hotel & Convention Center
 Radisson Hotel Branson, Grayline Gatherings Plus &
 Legends in Concert
 Sheraton Clayton Plaza

Springfield CVB

St. Joseph CVB

Stoney Creek Hotel & Conference Center-St. Joseph,
 Columbia & Kansas City
 Tan-Tar-A Resort
 Thousand Hills Golf Resort
 Visit Cape-Cape Girardeau CVB

SPONSORS TO DATE INCLUDE

Concurrent Sessions

DoubleTree by Hilton Springfield
 Visit Cape-Cape Girardeau CVB

Reception

Tan-Tar-A Resort, Golf Club, Marina &
 Indoor Waterpark, Osage Beach

Drink Station

Lake of the Ozarks CVB

Bags

Drury Hotels