



**17th Annual OHMA / EMA
Conference Agenda
Alexandria, VA - May 4-6, 2017**



Thursday, May 4

1:30pm – 3:00pm	OHMA Board Meeting (Old and New Directors)	Hopkins Boardroom
6:00pm	Exhibit area for Set up / Exhibitor Check-in	Edison D
6:30pm – 8:30pm	Welcome Reception / Registration Check-in - event sponsored by Air Scent International	Hopkins Board Room & Foyer
	Dinner on own –	

Friday, May 5

7:30am – 3:00pm	Exhibits Open (Exhibitor Set-Up 6:45am-7:30am)	Edison D
7:00am – 8:00am	Breakfast Buffet - Exhibit Area - event sponsored by CUBE by Exponential	Edison D
8:05am – 8:30am	Welcome, Introductions, General Membership Meeting	Edison EFG
8:35am – 9:45am	<u>Educational Session</u> A Vision for the Future Presenter: Charl Coetzee, CUBE	
10:00am-10:30am	Break / Exhibitor Visitation	Edison D
10:35am – 11:45am	<u>OHMA Special Session</u> Sound Branding Guest Speaker: Colleen Fahey, Managing Director, Sixième Son USA Co-Author: Audio Branding, Using Sound to Build a Brand - Attendee Gift (Book) Sponsored by The Production Dept	Edison EFG
12:00pm – 1:00pm	Lunch - Exhibit Area	Edison D
1:00pm – 2:30pm	<u>OHMA Session</u> Vendor Speed Dating	Edison D

2:30pm – 3:00pm	Break / Exhibitor Visitation	Edison D
3:00pm	Dismiss for the day	
3:45pm	Meet in Lobby Area to check-in for the Dining Walk About in Old Alexandria and DC Night Tour	<i>Meet in Lobby</i>
4:00pm	Departure for optional Off Site Excursion Return to hotel by 10:30pm	<i>Meet in Lobby at 3:45pm for 4:00pm departure</i>
Saturday, May 6		
8:00am – 4:00pm	Exhibits Open	
7:30am – 8:30am	Breakfast Buffet – Exhibit Area	Edison D
8:35am – 9:15am	<u>Educational Session</u> Sales through Service - turning your team into sales people Presenters: Nick Findlay / Estelle Simmons, Premier Business Audio	Edison EFG
9:30am – 10:15am	<u>Educational Session</u> What is Scent Marketing? Presenter: Marc Levy, Air Esentials	Edison EFG
10:15am – 10:45am	Break / Exhibitor Visitation	Edison D
10:50am – 11:50am	<u>Educational Session</u> VoIP – Ok, so What's next? Panelist: Mitch Keller, Bryant Wilson, Michael Newman, Joel Maloff	Edison EFG
12:00pm – 1:00pm	Lunch Break – Exhibit Area - event sponsored by Premier Technologies	Edison D
1:05pm – 1:50pm	<u>Educational Session</u> Why Background Music? Presenters: Dave Purdy & Brian James, PlayNetwork	Edison EFG
2:00pm – 2:30pm	Break / Exhibitor Visitation	Edison D
2:35pm–3:15pm	<u>Educational Session</u> Digital Signage, what you really need to know Presenter: Aaron Kleinhandler, Spectrio - Wrap-up / Adjourn	Edison EFG
3:25pm-4:00pm	Board of Directors Meeting (Old and New Directors)	

2:45pm - 4:00pm	Exhibitor tear down	Edison D
5:30pm – 6:30pm	Cocktail Reception - event sponsored by <i>PlayNetwork Inc.</i> OHMA Banquet / Awards / Entertainment	Foyer ABC
6:45pm 7:15pm	- Dinner Service begins - Assn awards/2017 Board Intro with Guest Emcee - event sponsored by <i>PICA Products</i>	Edison ABC
7:30 / 7:45pm to 10:30pm	- Casino Night	Foyer ABC

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