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Participating Exhibitors & Presenting Companies



Featured Seminars

EMV-4 James Baker and Jeff Bauman, *Electro-Matic Visual*



WEDNESDAY
10:00a - 10:50a // Duluth B

Best Practices for Resellers to Increase Business by Selling Electronic Message Centers

An electronic message center (EMC) is a powerful advertising tool that has taken the sign industry by storm and is a proven winner for many businesses alike. If you want to sell EMC's effectively, you'd better master some sales techniques you probably haven't had to use before. In this seminar, Electro-Matic will share techniques and practices based on the company's long history of selling hundreds of displays and overcoming objections.

EMV-5 Alicia Martinez, *Electro-Matic Visual*



WEDNESDAY
1:00p - 1:50p // Duluth B

Best Practices for Architects and Engineers for Specifying LED Lighting and LED Displays

Specifications are critical to the success of lighting design work and ultimately make the project. One of the most essential aspects of producing a quality lighting design is to ensure that the lighting products specified are actually acquired and installed on a project.

We will define and detail the role of the specification. The purpose of a lighting specification is to chronicle the lighting products (and their locations) required to achieve the lighting design intent. The documentation needs to be clear and precise and typically includes the following three components: an outline specification, a lighting fixture schedule, and product data/manufacture catalog sheets. Together, this information is considered a lighting specification. We will also identify those specific characteristics, credentials and requirements in the vetting out lighting product lines.

SYN-1 John Eckart, *Synapses*



THURSDAY
1:00p - 1:50p // Duluth B

Synapse Wireless Lighting Controls – Preparing Your Factory for Industry 4.0

Adding a wireless lighting network that can be used as a backbone for other things in the future.

USBC-1 Cheri Holman, *USBC*



THURSDAY
2:00p - 2:50p // Duluth B

Michigan Battle of the Buildings

Made possible by strong community partners like Consumers Energy and DTE Energy, The Michigan Battle of the Buildings Program is an awards and recognition program for energy use reduction open to all Michigan area commercial & industrial buildings. The program is a way to encourage energy-efficient practices in buildings across the state and to instill a spirit of friendly competition among the area's building owners and operators. Come learn from past contestants how the program works and what they are doing in their buildings to reduce energy. You will also get a sneak peek at what is happening with 2030 districts in our communities and how you can get involved.

EMV-6 Chris Fleutech, *International Sign Association*

THURSDAY
10:00a - 10:50a // Joliet B

Signs: The Past, the Present and the Future?

In this presentation, we will discuss the previous, existing and future technologies that affect how you are being marketed to thru signage.

C-1 Bill Wadsworth, *Consumers Energy*



WEDNESDAY
2:00p - 2:50p // Duluth B

Beyond Energy Efficiency - Even More Ways to Save Energy and Money

Consumers Energy wants to help your facility save energy and money. We can show you how to decrease energy use, verify you're on the right rate and see if your business would benefit by shifting energy during peak power events, thereby lowering your cost of operations. Attend our seminar to learn more. We have more than 400 energy efficiency rebates available in 2017 and will review how your business can apply for these money-saving rebates. Our experts can also help you find the ideal rate to meet your business needs (whether it's electric or natural gas). We'll explain our Demand Response Program, which shifts your energy load to off-peak times, allowing your company to receive compensation AND support statewide efforts to reduce energy use during peak power events. Invest in your business by attending and learning more.

Featured Seminars

ELG-1 Eric Hansel, *Expert Lighting Group*



WEDNESDAY
1:00p - 1:50p // Duluth B

Creating and Successfully Implementing a Lighting Upgrade Project

The goal of the presentation will be to provide a deeper understanding of the advantages of a lighting upgrade to a commercial or industrial facility and how to successfully plan and implement. The presentation will cover pre-project planning, making accurate assumptions, picking the right solutions, registering for incentives, staying focused on goals, hiring the right installers and post-project verification. Following the presentation, an open Q & A discussion period is planned and audience participation will be strongly encouraged.

EMV-1 Matthew Capaldi, *Electro-Matic Visual*



WEDNESDAY
9:00a - 9:50a // Duluth B

Latest Innovations in LED Display Products

Come see and learn about the latest in Industrial full color LED, commercial LED and commercial High resolution indoor displays.

EMV-2 Alicia Martinez, *Electro-Matic Visual; Michigan Saves, DTE Energy*



WEDNESDAY
11:00a - 11:50a // Duluth B

Benefits, Funding and Rebate Incentives Electricians, Contractors, and Sign Dealers should focus on When Selling LED Retrofits and Electronic Message Centers

Building an installed LED portfolio in your area can seem tricky, but it's all about recognizing opportunities at local businesses and facilities. Once you notice buildings or areas that could use a lighting facelift or EMC, you'll be able to get yourself in the door and impress decision makers with all the benefits LED technology has to offer any type of facility, be it a large warehouse, auto lot or retail store. Learn how to present a compelling proposal that will surely win your prospects confidence and turn them into your profitable customer.

You will learn it all - starting with the initial site survey to applying for utility rebates and securing the right funding for your project.

We will have a panel of experts from DTE Energy and Michigan Saves share their own experiences and introduce you to programs available to you right now.

E3M-1 Eric DeVries, *E3M*



THURSDAY
11:00a - 11:50a // Duluth B

Getting Energy Projects Approved - Learning to Speak the CFO's Language

There are many instances in the manufacturing world where we have great ideas or projects to save our company's energy and money, however many never get approved. Struggling with the hurdle of having to have paybacks of one year or less? How can understanding your CFO's view on those projects help in getting off the ground?

In this presentation we will work through how decisions are evaluated and by doing so, the success rate on project approval can go up. Using and communicating effective financial analysis such as savings-to-investment ratio, return on investment (ROI), net present value (NPV) and internal rate of return

(IRR) will significantly improve implementation success over standard simple paybacks. Struggling with the hurdle of having to have paybacks of one year or less? How can understanding your CFO's view on those projects help in getting off the ground?

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PACE-1 Bob Mattler, *PACE Equity*

THURSDAY
3:00p - 3:50p // Duluth B

Pace as a Great 'Gap Finance' and Refinance Tool for Building Owners

Why use precious corporate resources or borrowing capacity when purchasing your next facility or expanding your existing one?

Property Assessed Clean Energy (PACE) financing allows owners to offset most of their equity into a purchase or project to further leverage their borrowing capacity for core business purposes such as new products, additional hiring or advertising. Let PACE Equity help you create an ROI today for long payoff infrastructure items like boilers, chillers, roofs, windows, solar, elevators and other slow payoff items that save energy or water.

UL-1 Monica Scott, *UL*



THURSDAY
10:00a - 10:50a // Duluth B

UL - The Industrial Internet of Things

The Industrial Internet of Things (IIoT), Industry 4.0, is enabling more sophisticated capabilities through network-connected products and systems. As a result, lighting, lighting controls, and industrial control systems are becoming more connectable. According to many recent reports and the U.S. government, not only is there a rise in the number of cyber attacks occurring - the sophistication of them has also advanced.

EMV-3 Dave Scaglione, *Electro-Matic Visual*



THURSDAY
9:00a - 9:50a // Duluth B

Increase Business Profitability with Implementation of LED Technology

LED Technology represents a largely untapped potential for CEO's, CFO's, and business owners in highly competitive environments to realize significant improvements in profitability and return of capital. This seminar examines how two mainstream LED applications - lighting and electronic message centers - are utilized to improve business profitability in three ways: Increase top line sales, improve profit margin, and reduce operating costs. In this seminar, we will discuss examples, and how each one of these areas of business improvement is matched with a particular LED application.

Full Seminar details, such as availability, time, and room information can be seen on AttendMiA.com.

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