



# {agenda

## day one

wednesday

### **11:00am–6:00pm** | **Registration at the Westin**

Members of the ShareASale Staff will be at the Westin all afternoon to welcome guests, answer questions and hand out badges and registration packs.

### **7:00pm–10:00pm** | **Epic OPMs at EPIC**

Spend an evening with award-winning OPMs/Agencies and fellow attendees at one of the top celebrity hang-outs in Chicago! We have rented out the entire EPIC Restaurant and Rooftop Sky Lounge for the evening.

Scattered about all three upper levels of EPIC are twelve tables, each featuring a different specialty appetizer or dessert. At your leisure, and in no particular order, you are encouraged to sample each of these exclusive dishes.

Also at each of these tables, be sure to mingle with and get a stamp from the hosting agencies. Once you have collected each table stamp, you may enter to win a selection of outstanding prizes.

Trolleys will arrive at The Westin Lobby at 6:45pm for transportation to the event; however walking is certainly an option! See the map.



## {day two

### **8:00am–9:00am | Breakfast | *The Astor Ballroom***

Fuel up on fresh seasonal fruit and assorted breakfast bakeries before a big day of networking and learning! This is a great chance to sit down with other attendees, talk over upcoming sessions, and generally prepare for the day.

### **9:00am–9:45am**

#### **a. Quinn's Tax Law & FTC Compliance**

*Grand Ballroom C*

Join Brian Littleton in a discussion surrounding State Affiliate Tax Laws as well as FTC Compliance Guidelines as it pertains to Blogging & Affiliate Marketing.

#### **b. Mag Mile Buying Trends | *Grand Ballroom B***

A panel of Merchants and Affiliates join to discuss what is happening in the world of web trends. Topics covered will include the buying habits and observed behaviors of several different demographics encompassing age, gender, and niche.

#### **c. Deep Dish Datafeeds | *Grand Ballroom A***

This mid to high level session will discuss creative and innovative ways to take your datafeeds to whole new levels for increased conversion!

**9:45am–10:30am**

**a. Quinn's Tax Law & FTC Compliance**

*Grand Ballroom C*

Join Brian Littleton in a discussion surrounding State Affiliate Tax Laws as well as FTC Compliance Guidelines as it pertains to Blogging & Affiliate Marketing.

**b. "EL"evated Marketing Tools | *Grand Ballroom B***

Join a panel of affiliates and merchants to discuss the current trends in marketing creatives. Merchants will discover what affiliates are looking for and what is being used most to monetize their sites. Affiliates will hear from merchants on what they have to offer and the creative process for staying competitive.

**c. White Sox Whiteboard | *Grand Ballroom A***

You name the affiliate marketing topic... and let's fill up the whiteboard!

**10:30am–11:00am | Espresso Break | *Grand Court***

Take a break from sessions and join everyone out on the River Front Terrace for a selection of healthy refreshing smoothies, including strawberry-banana, peach-mango, and mixed berry. A mix of granola and nutria-gran bars will also be available to snack on!



## { day two *continued*

### **11:00am–12:30pm | ShareASale Workshops**

- a. Merchant-Only Workshop** | *Grand Ballroom B*  
Led by Senior Merchant Development Manager Sarah Beeskow
- b. Affiliate-Only Workshop** | *Grand Ballroom A*  
Led by Affiliate Development Manager Jason Rubacky
- c. Agency-Only Workshop** | *Promenade Ballroom C*  
Led by Agency Relationship Manager Jessica Sander

### **12:30pm–2:00pm | Lunch** | *The Astor Ballroom*

Return to the River Front Terrace around twelve-thirty for a Sweet Home Chicago Lunch break! Start with a Chicago Greek Salad and Traditional Cole Slaw. Then dive into an Italian Beef Sandwich, Maxwell Street Polish Sausage and/or Chicago Red Hot with Traditional Garnish. All served with delicious curly fries! Finish up your lunch with Eli's Cheesecake or a Snickers Bar Pie.

### **2:00pm–6:00pm | Affiliate-Merchant Private Meetings** | *Grand Ballroom*

There are fifty plus Merchants at ThinkTank, each with their own individual table in the Westin Grand Ballroom. Official appointment times were scheduled prior to Think-Tank for the privacy of each conversation. A schedule was included in your registration packet.



## { day three

**9:00am–10:00am | Breakfast** | *The Astor Ballroom*  
Fuel up on fresh seasonal fruit, assorted breakfast bakeries, including muffins, buttery croissants, and new york style bagels, before a big day at Wrigley Field!

**10:00am–11:00am | “Things We Need To Fix”**  
*Grand Ballroom C*  
Sit and chat with Brian Littleton, President/CEO of ShareASale, and brainstorm on what you want to see from ShareASale in 2012. This is your opportunity to voice your opinion, in person, on any issue that is important to you.

**11:30pm–5:00pm | Private Rooftop Cubs Event**  
Grab your baseball caps and get ready for one of the most unique experiences in Chicago’s historic Wrigleyville Neighborhood. We’ve rented out the entire Rooftop and Bar of The 3936 Wrigley Rooftop! We’ll spend the afternoon watching the Cubs and Pirates play ball while networking with conference attendees, and enjoying all you can eat grub and all you can drink brews.