

## The Aerospace & Defense Forum: How to Maximize your Trade Show, Symposium, or Conference ROI

Sheppard Mullin Del Mar  
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**The Aerospace & Defense Forum:  
How to Maximize your Trade Show, Symposium, or Conference ROI**

**Tuesday, July 23, 2019**

Registration & Networking 5:30 p.m. - 6:15 p.m.

Program 6:15 p.m. - 7:45 p.m.

**Sheppard, Mullin, Richter & Hampton LLP**

12275 El Camino Real, Suite 200

San Diego, CA 92130

*Parking is free—located next to both entrances of the building.*

### **Panelists:**

**Jesse Hamilton** (Moderator)

*Vice President*

Sentek Global

**Lindsey Head**

*CFO*

J Public Relations, Inc.

**Michael Lindsey**

*Senior Capture Manager*

SAIC

**Michael Parente**

*Business Development Manager - San Diego*

Saalex Solutions

Have you attended a conference or sponsored a trade show and ever wondered if you had a return on your investment? While the trade show industry booms under high hopes of Aerospace and Defense spending, Industry still lags on where to place their precious marketing dollars. The San Diego Aerospace and Defense Forum would like to invite you to our July networking event where we will hear from an expert panel that specializes in maximizing your event ROI. Our valued panel will address:

- Preparation for events such as the National Defense Industrial Association (NDIA) Navy Gold Coast Conference
- How to quantify your return from events
- Learn how to maximize your ROI at all events

Please join us in San Diego on Tuesday, July 23, 2019 (registration & Networking: 5:30-6:15 p.m., meeting: 6:15-7:45 p.m. PDT), when the event will begin with Networking followed by a panel of experts to include Senior Capture Manager at SAIC, Chairman NDIA Department of the Navy Gold Coast Procurement Conference, and Award-Winning CFO at J Public Relations, Inc. with perspectives on this important topic.

For more information or to register, please [click here](#).

## Industries

Aerospace, Defense & Government Services