ESCA SUMMIT
RISING LEADERS

ESCA RISING LEADERS SUMMIT

THE CASE FOR INVESTING IN YOUR TEAM

FEBRUARY 24–26, 2027 · ORLANDO, FL

SUMMIT.ESCA.ORG



SPEAK UP TEAM UP GLOW UP OWN UP LEVEL UP

WHERE TOMORROW'S LEADERS RISE TODAY

The Rising Leaders Summit brings together emerging talent from across the exhibitions and events industry for a day and a half focused on **leadership growth, professional development, and real connections.**

Interactive sessions, hands-on workshops, and roundtables give attendees practical insights from today's industry leaders. The **Leadership Lab** lets them rotate through learning stations hosted by experts, and the signature **dine-around** builds relationships in a relaxed setting.

HALL PASS

KEY INFORMATION

WHEN	February 24–26, 2027
WHERE	Orange County Convention Center, Orlando, FL
STAY	Rosen Centre Hotel · book by Jan 25, 2027
ESCA MEMBERS	$850
NON-MEMBERS	$950
EDPA & IAVM	$850 member rate
SPONSORS	sponsor@esca.org
REGISTER	summit.esca.org/pricing

WHY THE RISING LEADERS SUMMIT

In exhibitions and events, companies stand out through the people who deliver the work. Investing in employee development equips your team to handle the complex demands of today's shows, and it builds a culture of engagement and loyalty.

In an industry driven by relationships and service, companies that prioritize their people see **higher retention, greater job satisfaction, and a stronger bottom line.**

WHAT IF WE INVEST IN DEVELOPING OUR PEOPLE AND THEY LEAVE?

WHAT HAPPENS IF WE DON'T… AND THEY STAY?

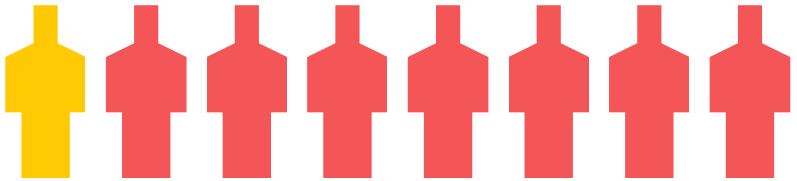
NOT DEVELOPING YOUR TALENT

- **Development builds loyalty.** According to a LinkedIn report, 94% of employees would stay with a company longer if it invested in their development.*
- **Stagnation costs you.** Without growth opportunities, employees disengage. Investing in their development keeps them engaged and committed to your organization.

THE MOST LOYAL EMPLOYEES ARE THOSE WHO CHOOSE TO STAY, EVEN KNOWING THEIR OPTIONS.

"An inspired employee is more than twice as productive as a satisfied employee and more than three times as productive as a dissatisfied employee. Yet only one in eight employees are inspired."

ERIC GARTON, HARVARD BUSINESS REVIEW**



Only 1 in 8 employees are inspired.

*Source: Forbes, "To Retain Employees, Help Them Grow and Develop." **Source: Harvard Business Review, "The Case for Investing More in People."

TRAINING PAYS FOR ITSELF

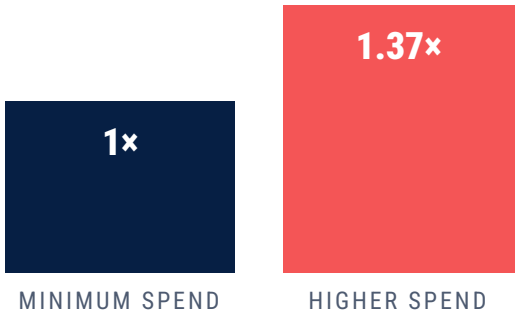
Effective continuing education leads to more skilled and productive employees, which translates directly into **better performance and greater profitability.**

By prioritizing development, companies create a competitive edge, building an environment where both employees and the business can thrive.

The American Society for Training and Development (ASTD) studied 540 U.S. corporations. Groups that spent more on training had:

37%

HIGHER GROSS PROFIT PER EMPLOYEE



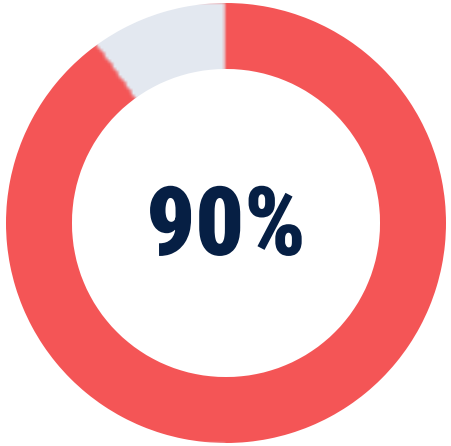
*Source: Fast Company, "You get the greatest returns when you invest in people."

THE LEADERSHIP GAP IS COMING

A significant number of experienced professionals are retiring, creating a talent gap. By 2050, the older demographic in the U.S. is projected to represent 23% of the total population, a 47% increase from 2022.

As the industry closes these skill gaps together, your company benefits from a **more skilled and innovative workforce**, and stays competitive.

A McKinsey study shows that almost 90% of organizations anticipate or already face significant skill gaps in their workforce within the next 1–5 years.



*Source: EducateMe, "9 Benefits of Employee Training."

BUILT FOR YOUR RISING LEADERS

- ☑ Education tailored to young professionals and emerging leaders in exhibitions and events
- ☑ Leadership development sessions, industry workshops, and roundtables
- ☑ Networking with peers from contractors, venues, and suppliers
- ☑ Skills that prepare them to step up as experienced leaders retire

According to LinkedIn, employees with learning opportunities were **47% less likely to be stressed, 39% more likely to feel productive, and 23% more ready to take on additional responsibilities.**



"THE MORE YOU LEARN, THE HAPPIER YOU BECOME."

*Source: LinkedIn · Josh Bersin, "New Research Shows Heavy Learners More Confident, Successful, and Happy at Work."

DEVELOPING TOMORROW'S LEADERS

Your company's success is built on your culture, your vision, and the people who carry them out.

By sending your team to the Rising Leaders Summit, you show you're a forward-thinking leader and you support the **growth and retention of your skilled workers.**

INVEST IN YOUR TEAM AND THE INDUSTRY, AND WATCH BOTH THRIVE.

REGISTER YOUR TEAM

BECOME A SPONSOR

83%

OF COMPANIES SAY DEVELOPING FUTURE LEADERS IS IMPORTANT...

5%

...HAVE LEADERSHIP DEVELOPMENT PROGRAMS IN PLACE.

*Source: Clear Company, "27 Surprising Employee Development Statistics You Haven't Heard Of."