



**08/04/2015**

2:00 pm - 4:00 pm

**Workshops**

Westside Ballroom

Darin Carter, CEO, Darin Carter

Sal Conca, Founder, Streamline Marketing

Michelle Held, Owner, Metrony, LLC

Rae Hoffman, CEO, PushFire, Inc.

Chuck Mullins, President, Cash For Your Site

Eric Nagel, CTO, FMTC

Courtney Pearson, Senior Affiliate Manager, Ovative/group

Nathan Smith, President, Zynali Incorporated

Shannon K. Steffen, President, Shannon K. Steffen International, LLC

Lisa Tufts, International Marketplace Manager, SHOP.COM

These are a series of 15 minute interactive, tailored conversations, where attendees can interact one on one with experts on various topics at a pre-arranged, scheduled time. Workshops covered will include affiliate relationships, buying and selling businesses, network APIs. SEO, social media,

8:00 am - 3:00 pm

**Check-In**

3rd Floor Foyer

	Pick up your conference badge and attendee bag, and get started with Affiliate Summit.		
8:00 am - 4:00 pm	<b>Refuel, Rendezvous &amp; Refresh Room</b> Empire Complex All attendees are welcome to take advantage of the tables and WiFi to have meetings, catch up on work, or simply take a break. Coffee and Tea available to those with Refresh Drink Tickets.		
8:30 am - 4:00 pm	<b>Press Room</b> Columbia The Press Room is an area reserved credentialed Press only to grab some desk space, blog, interview, relax, and network.		
9:00 am - 10:00 am	<b>Exhibit Hall Refresh</b> Broadway Ballroom Exhibitors may use this time to refresh their booth, catch up with their employees and enjoy a selection of morning pastries and coffee before the Exhibit Hall opens.		
9:00 am - 10:00 am	<b>Buffet Breakfast</b> Westside Ballroom Buffet Breakfast is open to VIP and All Access pass holders with breakfast tickets only.		
9:00 am - 2:00 pm	<b>Speaker Ready Room</b> Duffy This is a space where speakers can find some quiet, and run through their presentations one last time to ensure that it goes smoothly during their sessions.		
10:00 am - 11:00 am	<b>Session 11a - The Path to Becoming a Mobile Performance Jedi Master</b> Astor Ballroom Konstantin Dieterle, Managing Director, AppLift Florian Lehwald, Founder & President, KissMyAds GmbH Cameron Stewart, General Manager, TUNE Our mobile performance Jedi Council will share the latest tips and tricks to conquer the galaxy. Leading networks will discuss how they've used the Force to successfully build their mobile empires.	<b>Session 11b - Tips for Building Relationships and Sales with Bloggers</b> SoHo Complex Ciaran Blumenfeld, CMO, Hashtracking Debbie Bookstaber, Owner, Element Associates Kelby Carr, CEO, Type-A Parent Anne Parris, Managing Partner, Midlife Boulevard This session will go beyond standard blogger recruitment tactics and focus on how to increase blogger sales by focusing on coaching, understanding blogger concerns, and resolving attribution issues.	<b>Session 11c - Trials and Triumphs From Affiliate Marketing Front Lines</b> Lyceum Complex Sylvia Cintron, Director Digital Marketing, Check Into Cash Jackie Eldridge, Director of Marketing, DollarDays Helen Fang, Director, Marketing, Coupons.com Tara McCommons, VP Sales and Marketing, LinkConnector Corporation Carrie Rocha, Owner, Pocket Your Dollars Extension of a top 10 session; 4 industry leaders compare further insights & lessons learned from unexpected changes in AM trends; a continued discussion on proven strategies, effective resets & more.
10:00 am - 4:00 pm	<b>Exhibit Hall Open</b> Broadway Ballroom Meet with a wide selection of affiliate programs, networks, affiliate program managers, and vendors. All attendees are welcome.		
11:15 am - 12:15 pm	<b>Opening Remarks &amp; Keynote</b> Westside Ballroom Ashley Coombe, Owner, Tides Rising		

12:30 pm - 1:45 pm	<p>Tim Ash, CEO, SiteTuners</p> <p><b>Luncheon Buffet</b> Westside Ballroom Lunch is open to VIP and All Access pass holders with lunch tickets only.</p>
2:00 pm - 4:00 pm	<p><b>Networking Pub Crawl</b> Broadway Ballroom Refer to your Pub Crawl map of participating sponsors and visit each one for great networking opportunities and, of course, free beer. All attendees welcome.</p>
<b>08/01/2015</b>	
12:00 pm - 8:00 pm	<p><b>Early Check-In</b> 3rd Floor Foyer Come by Saturday to pick up your badge and attendee bag so you can enter immediately on Sunday when the show opens!</p>
<b>08/02/2015</b>	
6:30 pm - 7:30 pm	<p><b>Newcomer Program Meetup</b> Duffy The Affiliate Summit Newcomer Program helps connect first-time attendees with Affiliate Summit veterans. Conference veterans volunteer their time to share their past experience ideas and information to help newcomers optimize their time at the conference. This is an opportunity for those first-time attendees and conference veterans to meet. (You must be enrolled in the Affiliate Summit Newcomer Program to participate in this event.)</p>
8:00 am - 6:00 pm	<p><b>Exhibit Hall Booth Setup</b> Broadway Ballroom Exhibitors may set up their booth at this time.</p>
8:00 am - 6:00 pm	<p><b>Check-In</b> 3rd Floor Foyer Pick up your conference badge and attendee bag, and get started with Affiliate Summit.</p>
8:00 am - 6:00 pm	<p><b>Refuel, Rendezvous &amp; Refresh Room</b> Empire Complex All attendees are welcome to take advantage of the tables and WiFi to have meetings, catch up on work, or simply take a break. Coffee and Tea available to those with Refresh Drink Tickets.</p>
9:00 am - 12:00 pm	<p><b>Meet Market Table Setup</b> Westside Ballroom Salons 1-4 &amp; Foyer Meet Market Exhibitors may set up their tables during this time.</p>
10:00 am - 10:30 am	<p><b>First Timer Orientation</b> Astor Ballroom Shawn Collins, Co-Founder, Affiliate Summit All first-time attendees are welcome to join Affiliate Summit Co-Founder Shawn Collins for tips and advice for getting the most out of your time at Affiliate Summit.</p>
10:00 am - 12:00 pm	<p><b>Affiliate Program Showcase</b> Broadway Ballroom Foyer</p>

This is a chance for affiliates to discover the affiliate programs available to them. Attendees with a badge type of Advertiser, Affiliate Management, OPM/Agency or Network will have a chance to claim one roundtable and camp out at it. There will be limited tables, so it's first come, first serve. After claiming a table, Advertiser, Affiliate Management, OPM/Agency or Network attendees can put out business cards, pamphlets, etc.

10:00 am - 5:00 pm

### Speaker Ready Room

Duffy

This is a space where speakers can find some quiet, and run through their presentations one last time to ensure that it goes smoothly during their sessions.

11:00 am - 12:00 pm

### Session 1a - Optimize WordPress Like a Super Affiliate

Times Square

David Vogelpohl, Vice President of Web Strategy, WP Engine

Are you an affiliate using WordPress? Watch WordPress personality David Vogelpohl share great growth tips for promoting and optimizing affiliate offers using WordPress. Don't miss this session!

### Session 1b - Buying and Selling Websites

SoHo Complex

Mark Daoust, President, Quiet Light Brokerage

Chuck Mullins, President, Cash For Your Site

Expanding your affiliate business through website acquisitions and sales? Our experts will provide detailed strategies for buying and selling websites guaranteed to maximize your revenue potential.

### Session 1c - Partials vs Buyer Data, Best Way to Monetize Leads

Astor Ballroom

JJ Alan, Owner/CEO, Creative Ventures Media

Ian Fernando, Boss, Jersey Consolidated

Bryant Hussey, Director of Online Marketing, Atlantic Coast Media Group

How to properly monetize the leads before and after the sale.

12:00 pm - 6:00 pm

### Meet Market

Westside Ballroom Salons 1-4 & Foyer

The Meet Market at Affiliate Summit is an extended session of structured, face to face networking. Affiliate programs and networks have tables set to meet with affiliates to discuss their offers and cut deals. Vendors that cater to affiliates and merchants will also have tables to share information about their products and services. Each table is a meeting spot for teaching, learning, closing deals, creating partnerships and finding new opportunities.

5:00 pm - 6:00 pm

### Opening Cocktail Reception in the Meet Market

Westside Ballroom Salons 1-4 & Foyer

Wrap up the end of Day 1 with a cocktail inside the Meet Market while you network with fellow attendees.

12:00 pm - 6:00 pm

### Press Room

Columbia

The Press Room is an area reserved credentialed Press only to grab some desk space, blog, interview, relax, and network.

12:30 pm - 1:30 pm

### Session 2a - Live SEO & Monetization Site Reviews

Times Square

Kenny Hyder, Founder, Hyder Media

Roger Montti, Owner, MartiniBuster.com

Scott Polk, Founder / CEO, Marketing Nomads

Adam Riemer, President, Adam Riemer Marketing

Want to know why your site doesn't rank or

### Session 2b - 10 Proven Ways to Make Money as an Internet Marketer

SoHo Complex

Evan Weber, CEO, Experience Advertising

I will be discuss different business models and careers to make money on the Internet.

Complete with numerous strategies and examples.

### Session 2c - Six Figure Blogging: The Myth, Dream & Reality

Astor Ballroom

Syed Balkhi, Founder, WPBeginner

John Chow, Titles Are For Wimps, John Chow dot Com

Zac Johnson, President, ZacJohnson.com

John Rampton, President, Adogy

This super panel of six figure bloggers and online marketers will discuss exactly what it

<p>how you can make more money? This session will help Affiliates &amp; ecommerce sites increase their traffic, user experience and generate more revenue!</p>		<p>takes to grow your blog and brand to six figure business using affiliate marketing and more.</p>
<p><b>VIP &amp; All Access Snack Break</b>          Broadway Ballroom Foyer          Take a break from the networking and education for some snacks and drinks in a relaxed networking environment. (Snack Tickets are also required.)</p>		
<p><b>Session 3a - Testing Is Not CRO But It's Still Darn Important</b>          Times Square          Justin Rondeau, Conversion Optimization Manager, Digital Marketer          Testing has hit the mainstream, but when something is popular - bad habits form. In this session you'll learn when you should test, what to test, and how to construct a winning optimization campaign.</p>	<p><b>Session 3b - 5 Musts For Mobile Ad Campaign Success</b>          SoHo Complex          Dale Carr, CEO, Leadbolt          These tips from the front-lines are proven strategies that marketers can practice to ensure their mobile ad campaigns are set up for success.</p>	<p><b>Session 3c - How to Attract Quality Web Traffic &amp; Leads with Instagram</b>          Astor Ballroom          Sarah Davidson, Founder, Palm Valley Media LLC          Instagram is a powerful platform for marketing today. Businesses are using it right now to get quality web traffic, leads, and sales. This session will teach you the insider secrets of how to do it.</p>
<p><b>Session 4a - Mobile Optimization Mastery: 5 Reasons Why Your ROI Sucks</b>          Times Square          Rohail Rizvi, CEO, Rohail Rizvi          Discover the top strategies I use to develop highly profitable and scalable mobile campaigns. You'll discover exactly what's holding back your mobile campaigns and how to finally achieve optimal ROI.</p>	<p><b>Session 4b - Avoiding Legal Risk in the Ever-Evolving World of Mobile</b>          SoHo Complex          Slade Cutter, Member, Wittliff Cutter          Mobile has become one of the strongest marketing channels for brands, affiliates, and agencies. But this channel comes with a unique set of legal risks, which will be discussed in this session.</p>	<p><b>Session 4c - Things You Don't Know About Human SEO, But Should</b>          Astor Ballroom          Shannon K. Steffen, President, Shannon K. Steffen International, LLC          We live a search-happy world. 93% of all buyers use a search engine prior to purchase. People want what they want now. Learn how humans search and 3 proven tactics to increase search engine rankings.</p>
<p><b>Session 5a - Social Marketing Friend to Friend</b>          Times Square          Tara Siegel, Manager Paid Search &amp; Social, eBay Enterprise          Learn how experts from the eBay Enterprise affiliate network have embraced user behavior to crack the code to performance based social commerce marketing and build brand advocacy.</p>	<p><b>Session 5b - The Next Affiliate Battleground: Inbound Call Marketing</b>          SoHo Complex          Daryl Colwell, SVP, Matomy Media Group          Getting consumers to call you directly is the Holy Grail of marketing. Learn how to use direct response call marketing for enhanced customer acquisition and mobile monetization opportunities.</p>	<p><b>Session 5c - TBD</b>          Astor Ballroom</p>
<p><b>Ask the Experts Roundtables</b>          Broadway Ballroom Foyer          Ashley Coombe, Owner, Tides Rising          Thomas Cohn, Deputy General Counsel, NBTY, Inc.</p>		

1:00 pm - 3:00 pm

2:00 pm - 2:30 pm

2:45 pm - 3:15 pm

3:30 pm - 4:00 pm

4:00 pm - 5:00 pm



Joe Sousa, Affiliate Coordinator, Fanatics.com  
Heather Petersen, CEO, National Merchants Association  
Todd Boullion, GM, UnsubCentral  
Bill Rothbard, Attorney, Law Offices of William I. Rothbard  
Christopher Park, Affiliate/Partnerships Manager, Blair.com  
Tony Fiorillo, President, Asset Management Strategies, Inc.  
Jace Vernon, Owner, Ydraw

**Compliant Affiliate Marketing for High-Risk Verticals** - Tom Cohn

**Creepy Video Marketing Tips and Tricks. It's Amazing** - Jace Vernon

**Hands On With Affiliate Tools** - Joe Sousa

**High Risk Processing & Operation Choke Point** - Heather Petersen

**Is Your Affiliate Strategy Hurting or Helping your Brand?** - Todd Boullion

**Tips from an FTC Pro: How to Stay on the Agency's Right Side** - Bill Rothbard

**Using Search Partners to Boost Affiliate/PPC Search Programs** - Christopher Park

**You've Made a Boatload of Money... Now What?** - Tony Fiorillo

**08/03/2015**

7:30 am - 5:00 pm

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Empire Complex

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**Buffet Breakfast**

Westside Ballroom

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**Exhibit Hall Refresh**

Broadway Ballroom

Exhibitors may use this time to refresh their booth, catch up with their employees and enjoy a selection of morning pastries and coffee

	before the Exhibit Hall opens.		
9:00 am - 5:00 pm	<b>Speaker Ready Room</b> Duffy This is a space where speakers can find some quiet, and run through their presentations one last time to ensure that it goes smoothly during their sessions.		
10:00 am - 11:00 am	<b>Session 6a - Going Global: How to Take Your Program Abroad the Right Way</b> Astor Ballroom Todd Crawford, VP, Impact Radius Robert Glazer, Founder & Managing Director, Acceleration Partners Alec McNees, Partnerships Manager, North America, Yieldify Nicholas Lamothe, Senior Marketing Manager, Reebok Affiliate programs face challenges expanding abroad, including network and regulation differences and trouble recruiting affiliates. Panelists will offer tips for successfully going global.	<b>Session 6b - Industry Watercooler: 8 Things You Should be Talking About</b> SoHo Complex Mike Allen, Chief Executive Shopper, Shopping-Bargains Dave Naffziger, CEO, BrandVerity Kim Rowley, Owner, Key Internet Marketing, Inc. Get the latest buzz on the most important topics impacting performance marketing including attribution, blogger recruiting, employee compensation, regulatory updates, mobile and more.	<b>Session 6c - How Vendors &amp; Affiliates Can Partner in 2015 and Beyond</b> Lyceum Complex Rick Gardiner, CEO, iAffiliate Management Michael Ni, CMO/SVP Products, Marketing, Network, Avangate Michael Robichaud, President, Chicago Affiliate Marketers Costel Sticea, Global Affiliates Sales Manager, Bitdefender Panel discussion across affiliates, OPMs, networks, & advertisers: key success drivers & new governance needed to grow revenues and build a strong program in an omni-channel world.
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11:15 am - 12:15 pm	<b>Opening Remarks &amp; Keynote</b> Westside Ballroom Ashley Coombe, Owner, Tides Rising Brian Littleton, President/CEO, ShareASale		
12:30 pm - 1:45 pm	<b>Luncheon Buffet</b> Westside Ballroom Lunch is open to VIP and All Access pass holders with lunch tickets only.		
2:00 pm - 3:00 pm	<b>Session 7a - Finding Profitable Content Ideas</b> Astor Ballroom Rae Hoffman, CEO, PushFire, Inc. Learn how to find the competitions' best performing content & new content ideas, how to create content that drives revenue (and not just traffic), how to promote that content and get SEO benefit from	<b>Session 7b - Amazon vs. Walmart: Affiliate Marketing Lessons to Learn</b> SoHo Complex Geno Prussakov, CEO & Founder, AM Navigator LLC One is the planet's biggest online store; the other is the world's largest company by revenue. Both engage affiliates to drive sales. Come to discover how & what practical lessons merchants can learn.	<b>Session 7c - Great Idea, Now Execute: How to Start Your New Startup</b> Lyceum Complex Sean Steinmarc, Founder, psGive James Thompson, Owner, Daft Labs, LLC You have the marketing skills. You have the business ideas. Now learn actionable, real-world methods to create, build, and launch your new company.
3:15 pm - 3:45 pm	<b>Session 8a - Strategies and Tools for Managing a Virtual Staff</b>	<b>Session 8b - The Future of Pay Per Call: Technology Improving Conversion</b>	<b>Session 8c - Affiliate Fraud Trends &amp; the Policies Needed in the Industry</b>

	<p>Astor Ballroom  Rachel Honoway, CEO, FMTC  Home-based employees may mean top talent and lower overhead. But, they present challenges in HR, productivity and executing company vision. Learn strategies and tools to face these challenges head on.</p>	<p>SoHo Complex  Bryan George, CEO, Ring Router, Inc.  The current landscape of pay per call, transition from leads to calls including Google mobile focus. The future of click to call, in-browser phone calls, conversion, and affiliates source tracking.</p>	<p>Lyceum Complex  Monica Eaton-Cardone, COO/Co-Founder, Chargebacks911  The industry needs established policies for monitoring affiliate fraud or identity theft: review online traffic, survey consumers, &amp; implement fraud detection software or affiliate scrubbing service.</p>
4:00 pm - 4:30 pm	<p><b>Session 9a - Affiliate Program Management in the ShareASale Network</b>  Astor Ballroom  Greg Hoffman, President, Greg Hoffman Consulting  An in-depth, live peak inside an active ShareASale program. As an Outsourced Program Manager (OPM), I live inside the network every day. I will give managers tips and tricks to maximize programs.</p>	<p><b>Session 9b - Biting the Hand that Feeds You: How Agencies View Affiliates</b>  SoHo Complex  Tony Wright, CEO, WrightIMC  Traditional and digital agencies have long viewed Affiliates with both skepticism and optimism - with many agencies being overly cautious when recommending an affiliate program.</p>	<p><b>Session 9c - Exclusive Insight Into the Mobile App Marketing Movement</b>  Lyceum Complex  Brian Fox, CEO, AdAction Interactive  Mobile is on the rise. Now is the time to focus on user acquisition and discuss the importance of mobile app marketing, effective means to app discovery, and App Store ranking (Apple vs. Google).</p>
4:45 pm - 5:15 pm	<p><b>Session 10a - Back to the Basics: Affiliate Management 101</b>  Astor Ballroom  Marty Marion, Affiliate Program Manager, Deluxe Corp  Session details will include terminology, recruitment, commission, fraud, technology, and more. Affiliate managers new to the industry can use this information and apply to their programs immediately.</p>	<p><b>Session 10b - TBD</b>  SoHo Complex</p>	<p><b>Session 10c - How to Measure the ROI of Social Media: Is it Even Possible?</b>  Lyceum Complex  Michelle Held, Owner, Metrony, LLC  Social media can make you money! Learn to measure social media return on investment. Today's online buying process is complex. Measuring social media ROI may not be perfect, but it's not impossible!</p>