

Subject: Why you need to be at PIE 2014 in Chicago

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To: tom_kendig@ncsu.edu

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Hello Thomas,

I noticed you aren't registered to attend the **Parking Industry Exhibition, March 16-19, 2014 in Chicago**. Why the wait?

This year's exhibition features expert presenters, 100+ exhibitors, 30+ expert-led educational sessions, we'll explore the technologies, ideas and business models you need to thrive in today's parking industry (and surpass the competition).

Find complete conference and registration information here: <http://pieshow.parkingtoday.com/Index.cfm>

Here's what to expect at PIE 2014:

On Sunday . . .

PIE's famous **Boot Camp** – The session which ALL new parking professionals need to attend presented by Clyde Wilson of The Parking Network, loaded with tons of content, case studies, and insight developed for those new to the parking industry.

Technology Camp - Tech Talk for Parking Professionals is the latest addition to PIE in 2014. It's "Parking Technology" for newbies and maybe those not so new presented by parking industry veteran Tom Wunk, VP with T2 Systems and formally of Scheidt and Bachmann USA. Unfamiliar with LPR, AVI, Clouds, APPS, and having an IP address for your POF, then Tech Camp is the place for you. Attend both Boot Camp and Tech Camp, and once you're done, you'll be ready to take the exhibit hall by storm!

On Monday . . .

Parking Today's Experts Panel 1

Where are we headed? Will parking even exist in 40 years?

Session Leader : Barbara Chance, Chance Management Advisors, Inc.

This session features three experts who will discuss critical issues on where the parking industry is headed in the upcoming decades. Do you care? Well you should. Decisions you make, even at the garage and on street level, can affect how your parking business, be it public or private sector, flourishes in the future, even the near future.

Breakout Sessions :

- Municipalities – What about no cars at all
- Universities – Will everyone Telecommute
- Private Parking – Should I build that new garage

Educational Sessions include:

- The Future – A look at what will happen as new technology moves into the industry.
- Litigation – How you can avoid it and what to do if you can't
- Speed Networking Session with moderator John Van Horn of Parking Today now featuring a Free Wine and Beer Bar!

On Tuesday . . .

Parking Today's Experts Panel 2

EVM – Chip and PIN – This Session is the reason you came to PIE!

Session Leader : Dave Witts, CreditCall

Within the next two-three years, every credit card machine in the US will have to be replaced with one that reads a "chip" inside the card and allows input of a pin, like at the ATM. That means every POF, P and D, exit pay device, parking meter, and CC terminal (in a booth or office) has to be replaced along with the software to run it. Will you be ready? What will it cost? Who should you call? A representative from the credit card companies, a manufacturer, and a cc processor will be on the panel. This presentation could save your organization a fortune, and maybe a law suit.

Breakout Sessions :

- What the Credit Card Companies have to say
- The device manufacturers will hold this one
- The Credit Card Processor

Educational Sessions include:

- Let's Run this Garage without any staff on site!
- Do we need technology at all?
- SPECIAL PRESENTATION : Automated Parking

On Wednesday . . . Technology Day!

Parking Today's Experts Panel 3

Technology, Apps, Payment, Guidance

Session Leader : Amir Sedadi, IPS Group

Apps are in vogue, pay by cell is de rigueur, guidance systems are the way of the future. Get the inside scoop from people who know, people who make these techno marvels and have used them. An overview first, then breakout into smaller groups so you can ask the hard questions and get the answers you need.

Breakout Sessions :

- Applications
- Payment
- Guidance

Educational Sessions include:

- Lighting – LED, HPS, Florescent or Remote Phosphor?
- Building a Parking Structure to last
- Non-Tech Initiatives for Future Revenue Generation and Services in the Parking Industry

See the complete PIE 2014 schedule [HERE](#).

PIE 2014 Details:

When: March 16-19, 2014

Where: Hyatt Regency O'Hare in Rosemont (Chicago)

Cost: Full Conference Program (3-Days, 2 Lunch coupons, Trade Show floor) = \$495

Full Conference Program + Boot Camp & Technology Camp (4-Days, 2 Lunch coupons, Trade Show floor) = \$595

Register: pieshow.parkingtoday.com

Stay Over! Book your rooms at the Hyatt Regency O'Hare for only \$139 per night. **Rooms are selling fast, [CLICK HERE to book now!](#)**

Or call the Hyatt Regency O'Hare directly at 847 696-1234.

The information you'll get from this 4-day event is limitless, so head over to the Parking Industry Exhibition show site and register today.

I'll see you there!

All the best,

Eric Abel, manager

Parking Industry Exhibition

PS: Can't make all 4 days? 3-day and single day passes are available!

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