



SATE 09
storytelling / architecture / technology / experience

TEA's signature creative conference dedicated to the arts of place making and experience design.

Story Harness the powers of imagination and emotional connection.

Architecture Turn space into place.

Technology Create environments that are immersive and interactive.

Experience Explore the fundamental human and social dynamics that underlie engaging and compelling experiences.



Join us **September 24th and 25th** at the beautiful *Atlantic Dance Hall* on the waters of *Disney's Boardwalk* in Lake Buena Vista, Florida.

- Explore the process of creating compelling experiences.
- Network with some of our industry's most accomplished and innovative professionals.
- Develop the tools to create better visitor experiences.
- Share your ideas and challenge convention!

Debuting this year at SATE!



What if you could turn your creative skills loose on a diamond in the rough?

Welcome to Moss Landing: A quaint fishing village on California's Monterey Bay. Your mission: create concepts that harness the power of its authenticity and guide its evolution as a visitor destination. **SATE's Blue Sky Adventure** is a hands-on creative experience. You and your fellow adventurers will team up in breakout groups and, working with veteran place makers and designers, shape the ideas that can guide Moss Landing toward realizing its rich potential.

Special added attraction Thursday evening:

You're invited to a fun-filled evening in **Epcot** during the Food and Wine Festival as we network, then embark on a challenging mission with the **Kim Possible World Showcase Adventure!**

Presentations and panel discussions from top leaders in the industry including:



Phil Hetteema – The Hetteema Group

Phil's career spans 30 years in the worlds of experiential attractions and entertainment. Phil is recognized as an industry leader for his creative achievements in design and production, and his innovative use of technology.



Linda Smith - Smithink

Linda's career spans 30 years in creating compelling stories through brand creation, advertising and media. Linda is recognized as a leader in brand development and revitalization.



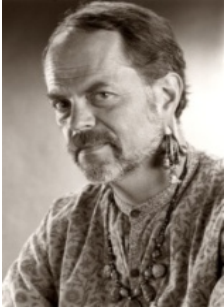
Dave Smith – Smithink

Dave worked for Busch Entertainment Corp. as V.P. of Product Development and Entertainment, and also has led the creation of award winning parks and attractions.



Mike West – Universal Creative

Mike joined the Universal Creative Studio in 2006 as Show Producer for **The Simpsons Ride** at both Universal Orlando and Universal Studios Hollywood. In September of 2007, he was promoted to Exec. Producer.



JOE ROHDE – Walt Disney Imagineering

Joe has been with Walt Disney Imagineering since 1980. Since then, his assignments have given him the opportunity to work in most phases of design and production, preparing him for his current position as an Executive Designer and Senior Vice-President in the Creative Division at WDI.



Steven L. Snyder, Ph.D. – The Franklin Institute

Steven joined The Franklin Institute in 2001 as V.P. of Exhibit and Program Development. His responsibilities include leading the design, development and implementation of all exhibit and program offerings as well as providing direction and oversight on the educational and experiential aspects.



Chick Russell – Pres., Chick Russell Communications.

Chick Russell is president of CRC, an award-winning firm that develops world-class destination and media projects. Projects range from interactive museums, historic site tours, and hyper-realistic experiences, to exciting new concepts for urban renewal, theme parks and resorts and more.



Karen C. Armitage – Armitage Images

Armitage Images is a Concept Design and Illustration company serving the Theme Park, Hospitality and Residential communities. Karen also spent over 25 years with the Disney company designing and building theme parks around the world.

Limited space is still available, purchase your tickets now, don't miss out!

Purchase tickets directly at:

http://www.teaconnect.org/boxoffice_2009_sate.php



Special group rate pricing for hotel rooms at the beautiful Swan and Dolphin Resort is available online through August 25th on our website at:

<http://www.swandolphingroupres.com/index.cfm>

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