

## GUEST SPEAKERS



### ROY TURNER

Perspectives, analysis, and random ramblings from the one and only Roy Turner, Surf Expo's show director.

### DOOG BECKER

Perspectives, analysis, and random ramblings of Doog Becker, Surf Expo's wake sales manager.



### KATHY WILKIE

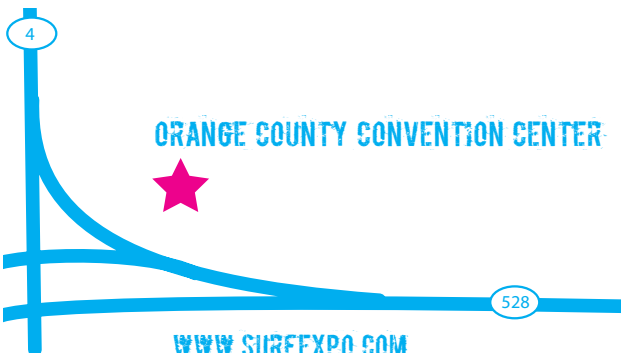
Perspectives, analysis, and random ramblings of Kathy Wilkie, Surf Expo's buyer relations manager for swim, resort, and boutique.

### SEAN OBRIEN

Perspectives, analysis, and random ramblings of Sean Obrien, Surf Expo brand manager.



## AREA MAP - ORLANDO



ORANGE COUNTY CONVENTION CENTER



WWW.SURFEXPO.COM  
407.555.0000  
9899 INTERNATIONAL DRIVE  
ORLANDO, FL 32819  
UNITED STATES

# SURF EXPO

SEPT 10-12 2010

WWW.SURFEXPO.COM

# SURF EXPO

SEPT 10-12 2010

## SPONSORS:

Hurley

BILLABONG



## FRIDAY SEPTEMBER 10<sup>TH</sup>

### BANGERS FOR BUCKS SKATE CONTEST

**4:00 PM** Three fan favorites join seven other top retail shop teams to compete for 15K instant cash for themselves and merchandise credit for their shop.

### GIBBONS SLACK-LINE DEMO

**9:30 AM** Check out this ever-growing popular thrilling sport at pro sessions daily.

### LEGENDS HALL OF FAME AWARDS

**6:00 PM** You're invited to watch some of the sport's most celebrated figures as they're bestowed this honor.

### DAY ONE FASHION SHOW

**8:15 PM** One of three daily runway shows showcasing Board, Beach and Fashion manufacturers. At the Top of the Hall.

### REDBULL AFTER PARTY

**10:30 PM** You're invited to watch some of the sport's most celebrated figures as they're bestowed this honor.

**THIS IS THE PLACE  
TO BE FOR ANYONE  
IN THE INDUSTRY.**

**DEREK ONEILL  
BILLABONG CEO**

## SATURDAY SEPTEMBER 11<sup>TH</sup>

### GIBBONS SLACK-LINE DEMO

**9:30 AM** Check out this ever-growing popular thrilling sport at pro sessions daily.

### WORLD PREMIERE: THE PAYOFF

**11:15 AM** Catch this latest surf film for the first time. Presented by Soul Trip, Ocean Avenue and Eastern Surf Supply.

### PRO SURFER AUTOGRAPH SESSION

**12:00 PM** Meet the likes of Asher Nolan, Jessie Heilman, Sterling Spencer, Travis Beckman, Eric and Evan Geisleman and more to be announced.

### SHAPING DEMO AND SHAPE OFF

**12:15 PM** Watch boards become the works of art that they are. Plus East Coast Surf Legends will be facing off by replicating a board from a blank.

### MEET THE ESA ALL-STAR TEAM

**2:15 PM** The Eastern Surf Association would like to introduce you to their 2010 All-Stars! Meet the team immediately following Shaun Tomson's seminar.

### DAY TWO FASHION SHOW

**4:15 PM** One of three daily runway shows showcasing Board, Beach and Fashion manufacturers. At the Top of the Hall.

### INDUSTRY PARTY WITH DJ Z-TRIP

**8:30 PM** You're invited to watch some of the sport's most celebrated figures as they're bestowed this honor.

## SUNDAY SEPTEMBER 12<sup>TH</sup>

### DAY THREE FASHION SHOW

**10:15 AM** One of three daily runway shows showcasing Board, Beach and Fashion manufacturers. At the Top of the Hall.

### GIBBONS SLACK-LINE DEMO

**10:30 AM** Check out this ever-growing popular thrilling sport at pro sessions daily.

### SUP DEMO POOL

**11:30 AM** As StandUp Paddleboard continues to grow, we want to show you how to sell it.

### WORLD PREMIERE: SECOND THOUGHT

**11:15 AM** Catch this latest surf film for the first time. Presented by Soul Trip, Ocean Avenue and Eastern Surf Supply.

## BARS & LOUNGES

### RED BULL V.I.P. BAR

**ALL DAY** This is the place to kick back and enjoy a drink or two between seminars, or to just kick back and relax. Ages 21 and up.

### RED BULL LOUNGE

**ALL DAY** This is the place to kick back and enjoy a drink or a bite to eat between seminars. All ages.

### MONSTER RELAX SHACK

**ALL DAY** Come meet all the Monster girls and sponsored riders. Drinks, food, and more. All ages.