



2025 NACDA & AFFILIATES CONVENTION WORLD CENTER MARRIOTT RESORT

JUNE 8-11

NACDA & Affiliates Convention Week

Product Theatre Meeting Agenda

Location – Cypress Ballroom Alcove 3 – Outside of the Exhibit Hall

Tuesday, June 10

9:00-9:30 am

Product Theatre Session:

Legacy Building Solutions presents Building the Future: The Legacy Innovation

Sponsored by [Legacy Building Solutions](#)

Welcome to The Battle of the Buildings – where cutting-edge innovation challenges time-tested tradition in a clash of structural strength and performance. In this head-to-head competition, Legacy Building Solutions faces off against traditional construction methods across four critical categories: cladding, interior & insulation, maintenance, and speed of installation.

With real-world victories at institutions like Martin Luther College and Bethany Lutheran College, Legacy sweeps all four rounds. The verdict is clear: Legacy Building Solutions stands in a league of its own.

Speaker: Shannon Humbert, National Business Development – Sports, Legacy Building Solutions

9:45-10:15 am

Product Theatre Session:

Tessera - Total Display Control for Game Day Impact

Sponsored by [UberDisplays](#)

Ross Video's Tessera platform powers high-impact visuals across LED ribbons, video boards, and displays—all from a single, unified system. Purpose-built for live sports, Tessera streamlines the delivery of sponsor activations, crowd-pumping content, and real-time data. With a workflow designed to support both technical crews and game day staff, Tessera ensures your team can execute with confidence, consistency, and ease.

Speakers: Shawn Hutcheson, Business Development Manager, Ross Video
Jeremy Lee, CEO, UberDisplays

**This session located at
Booth #221 in Exhibit Hall*

10:30-11:00 am

Product Theatre Session:

Real-Time Workflow

Sponsored by [Emissive Labs](#)

Bringing real-time graphics into the stadium workflow changes everything. It cuts down prep time, reduces manual effort, and keeps content fresh from kickoff to final whistle. More importantly, it unlocks exciting new opportunities for sponsorship.

Speaker: Michael Rocha, Partner, Solutions, Emissive Labs

2:15-2:45 pm

Product Theatre Session

Sponsored by [L'Acoustics](#)