

- Company Owners
- Executive Leadership
- Business Development Specialists
- Account Executives
- Account Managers
- Executive Leadership
- Field Services Specialists
- Department Directors
- Trade Show Managers
- Operations Managers
- Event Registration Managers
- HR Managers
- Accounting Specialists
- IT Specialists

*and more...*

**\$425 billion** is spent annually by exhibitors in the U.S.

**\$1.7 million** companies exhibit at business events each year

**13,000+** trade shows take place in the U.S. every single year

**450+** students have been paired with industry professionals

**We are America's small businesses  
supporting America's small businesses!**



**Cory**  
Vice President of  
Client Services  
Nuvista  
Texas



**What do you do?**

Build relationships and grow confidence with clients while leading them through the intricate nuisances of the install and dismantle segment of an event.

**What's your favorite part about the Industry?**

The comradery among people/companies is my favorite part of working in the events industry. At the surface, we are competitors but the end goal is the same for everyone, get the event/booth finished for show opening. We have all been the team needing help on the show floor and there are always helping hands extended. Oh yeah, and traveling around the country too!

**If you could give your younger self advice, what would it be?**

Ask questions. The saying "there are no dumb questions," is very true on the show floor. Own the fact that you do not know everything but are ready to learn every day.



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**Marissa**  
Founder & CEO  
*Good Time Creative  
Chicago*



**What do you do?**

I am the Founder & CEO of Good Time Creative – a WBENC certified design and production agency specialized in trade show exhibit design, fabrication, and event services. We also support clients off the trade show floor with influencer kits, branded merchandise, and experiential pop-up activations.

**What's your favorite part about the Industry?**

The people that drive it. We're the biggest "hidden" industry, and it's truly amazing to see how much time, effort, dedication, and talent goes on behind the scenes of these massive conventions and events.

**If you could give your younger self advice, what would it be?**

Don't try to be everything to everyone when you can be everything for yourself. Most of my career has been spent as a young saleswoman in male-dominated industries. It wasn't until I broke out of corporate life and into the trade show industry that I felt comfortable just showing up as me. Imposter syndrome is real, but there is so much power in showing up authentically and seeing the long-lasting and fulfilling relationships that stem from that. Work hard, trust your gut, and treat people well – you're going to crush it, kid.



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**Bobby**  
Director of  
Operations  
*Genesis Exhibits  
North Carolina*



**What do you do?**

I put my 10+ years of experience to work every day overseeing our Project Management & Service departments along with managing our vendor relations. It is absolutely crucial to make sure we have a smooth A-Z turnkey process in order to best serve our clients!

**What's your favorite part about the Industry?**

I love all the creativity seeing a project through & Traveling all over! Nothing beats taking a new design, idea or problem and putting our heads together with our great vendor partners... it is quite the thrilling experience. Together we can create some pretty amazing things! No idea is too big!

**If you could give your younger self advice, what would it be?**

There are NO stupid questions (trust me I've asked them all!) and don't be afraid to get creative! Trust in the learning process! Find good vendors and foster long lasting relationships.



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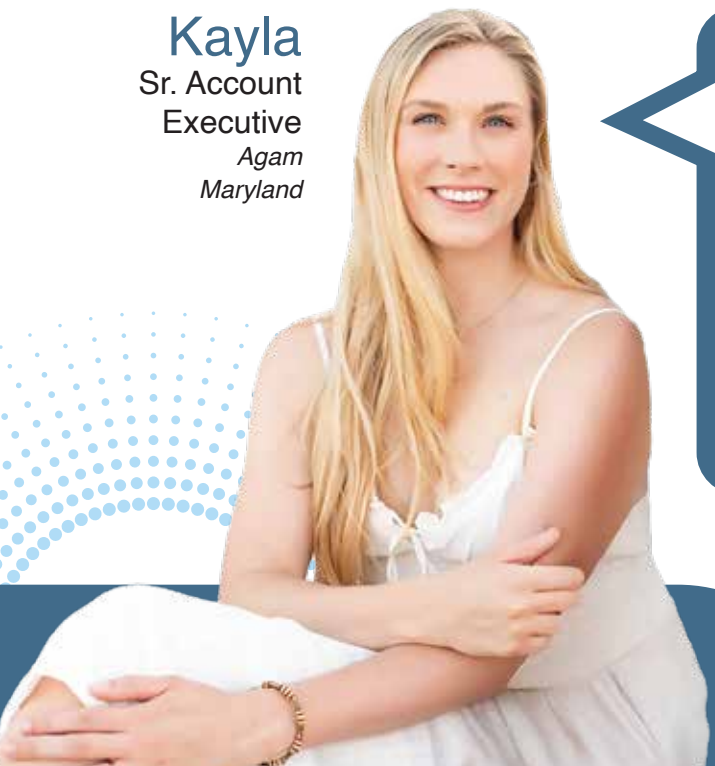
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**Kayla**  
Sr. Account  
Executive  
*Agam  
Maryland*



**What do you do?**

My role includes visiting our existing customers to introduce new products and services, building new relationships with customers in my region, and managing projects from the concept to completion stage.

**What's your favorite part about the Industry?**

I love the creative aspect of our industry! Before this role I was a Kitchen & Bath Designer, and I was worried about coming into this industry in a "sales" position. Every day I get to see fun and innovative ideas in every stage; from a beginning sketch to being built in our shop. It is so cool to see our partners' ideas come to life in such a short timeline and the final photos of the project at the event.

**If you could give your younger self advice, what would it be?**

Don't be afraid to ask for help! You don't have to do everything by yourself- that is what a team is for. Use the resources and talents of the people around you to make projects run more efficiently and smoothly.



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**Noelle**  
Account  
Executive  
*Willwork  
Colorado*



**What do you do?**

I am an Account Executive for a labor and general contracting company currently working in Operations and Project Management. We are the people that put everything up and then tear it all down for events!

**What's your favorite part about the Industry?**

The thing I love most about our industry is that I have been working in it for over 7 years and am still learning new things every day. I always said I never wanted a desk job, and in our industry, we get to travel around the country, take a blank slate (literally), and bring immersive environments to life! There is something special about what we do that can't be found in any other industry.

**If you could give your younger self advice, what would it be?**

You don't have to have it all figured out...at any point. No one does! Also, find out what truly drives you and follow opportunities that fuel it.

