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Tradeshow Logic Expands Team to Address Growing Client Demands and Industry Evolution

MARIETTA, GA – Two accomplished professionals guide Tradeshow Logic in a strategic move to meet the increasing demands of its expanding client base. These new hires reinforce Tradeshow Logic’s ability to deliver innovative, personalized solutions that enhance exhibitor ROI, deepen engagement, and streamline operations.

Introducing Jamie Romano Hillegas: Driving Strategic Innovation



Jamie Romano Hillegas, CEM, CMP, joined Tradeshow Logic in 2024 and has recently been promoted to EVP, Event Strategy as to spearhead the development and implementation of strategies aimed at delivering unparalleled client experiences. Her most recent role involved event strategy, exhibitor relations and marketing as Vice President of Trade Shows & Events for the International Fresh Produce Association, previously the Produce Marketing Association.

"I am excited to bring my passion and expertise to drive innovation and growth for our clients," says the 24-year trade show veteran. "Creating systems that enhance the exhibitor and attendee experiences while achieving operational and financial success is the balancing act where I thrive."

Welcoming Belinda Harvey: Enhancing Execution and Client Collaboration



Belinda Harvey, CEM, CMP, comes to the team as Event Director, working with Hillegas to execute on growth strategies and oversee client shows. She is known for her ability to listen, understand and act.

"I want to hear about the clients' current situation; I want to hear where they want to go. Then I can think through how to improve it," says Harvey, who has two decades of experience in show management, as an exhibitor and an event producer, and of course as an attendee. She worked with International Fresh Produce Association, previously the Produce Marketing Association, and most recently ran exhibit and event marketing for W.L. Gore & Associates.

Strengthening Tradeshow Logic's Vision for the Future

The addition of Hillegas and Harvey underscores Tradeshow Logic's commitment to staying ahead of industry trends and evolving client needs. Together, their expertise enhances the firm's ability to deliver tailored solutions, from leveraging AI-powered tools like Expo Navigator to developing bespoke sponsorship programs, operational audits, and comprehensive marketing strategies.

"We are excited to have Jamie and Belinda on board with their deep understanding of trade shows and commitment to elevating the experience for everyone," says Tradeshow Logic President B. J. Enright. "Every team in the organization contributes to client success because we excel at matching each client to personalized solutions. Our mission remains clear: to redefine the exhibitor and sponsor experience through innovation and collaboration."

About Tradeshow Logic

Tradeshow Logic (tradeshowlogic.com) is a full-service show management and event solutions company dedicated to redefining the exhibitor and sponsor experience. It routinely challenges industry norms by taking insights and turning them into actions that create more buyer-seller connections, increase marketing & engagement, reduce the cost of participation, and elevate the experience for all stakeholders.

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