

FOR IMMEDIATE RELEASE

March 14, 2025

## Tradeshow Logic Continues to Expand

MARIETTA, GA – Two accomplished professionals at Tradeshow Logic (TL) have been promoted to meet the increasing needs of its expanding client base. As a leader in event strategy, sales and execution, TL remains focused on increasing bandwidth and advancing quality personnel.

Chris Gowe has been elevated to Executive Vice President of Sales Strategy and Hilary Manning to Vice President of Sales. These advancements reflect the company's continued growth and commitment to enhancing exhibitor and sponsor experiences through a holistic and results-driven approach that translates to short- and long-term gains for show organizers.



### Expertly Driving Strategic Innovation

Gowe, who has played a pivotal role in shaping TL's sales strategy, now leads the entire team dedicated to building meaningful exhibitor and sponsor activations for client's trade shows. He also spearheads internal proposal creation and collaborates on corporate marketing initiatives to position TL as the go-to partner for show organizers.

"We don't just sell space or sponsorships—we help our clients invest in opportunities that deliver real returns," said Gowe. "Our philosophy is about embedding exhibitors and sponsors into the ecosystem of an event, ensuring they are engaged at the core of the industry conversation. The goal is to continue breaking down barriers between sales, marketing and event execution, ultimately fostering deeper connections and driving significant revenue growth for our clients."

With a rich background in event strategy, venue management, and marketing, Gowe brings a unique perspective to TL's leadership. "I've been on all sides of the industry—from show ownership to working with convention centers—so I understand the challenges and opportunities. At TL, we don't just consult; we implement, ensuring our clients achieve long-term success."



### Strong Foundations Fuel Success

Manning, who has been with TL for a decade, has been instrumental in growing the company's exhibit and sponsorship sales business. Quality

programs to onboard new employees coming in to meet growing client demand were built and instituted under Manning's care. In this expanded role, she will lead the sales team and make sure the systems and quality continue to grow as TL grows.

"Communication is key to a successful sales organization and a successful partnership with clients," said Manning. "My priority is to equip our team with the tools, resources and context they need so we can be true partners, stepping in to solve challenges and drive measurable outcomes. I am passionate about seeing our salespeople grow, thrive and contribute to the overall success of our clients and TL as a whole."

Manning's leadership philosophy is hands-on and results-oriented. "I will always pick up the phone, work through obstacles and ensure our exhibit sales team isn't bogged down by internal roadblocks. My focus is on building strong relationships and creating a seamless process that fosters trust between TL and the exhibitors and sponsors we represent."

### **Staying Ahead with TL**

Tradeshow Logic's commitment to staying ahead of industry trends and evolving client needs is evident in several recent hires and employee promotions.

"We are passionate about redefining the exhibitor and sponsor experience through innovation and collaboration," TL President B. J. Enright says. "Tradeshow Logic will continue to expand its offerings and drive industry innovation, delivering strategic, high-impact solutions for clients."

### **About Tradeshow Logic**

*Tradeshow Logic ([tradeshowlogic.com](http://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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