

FOR IMMEDIATE RELEASE

May 13, 2025

## Tradeshow Logic Promotes Marketing Leader

Michele Weston Rowe solves complex communications challenges for clients to drive attendance, exhibit sales

MARIETTA, GA — FOR IMMEDIATE RELEASE — Tradeshow Logic is proud to announce the promotion of Michele Weston Rowe to Executive Vice President of Marketing. In her new role, Weston Rowe leads the company's integrated marketing strategies, focusing on driving exhibitor value, enhancing attendee engagement and strengthening client partnerships.



Having experienced Tradeshow Logic's unique approach firsthand as a former client, Weston Rowe brings both insider knowledge and a deep understanding of the challenges associations face in managing tradeshows.

"I joined Tradeshow Logic because I experienced the difference," said Weston Rowe. "When you hire Tradeshow Logic to sell exhibit space and sponsorships, you get marketing that works in lockstep with those efforts. We constantly tie our work back to exhibitor value—what exhibitors will gain and how it enhances the attendee experience. This holistic approach ensures that exhibitors and attendees alike recognize the full value of participating in the event."

Through its integrated marketing services, Tradeshow Logic collaborates with clients' existing marketing teams to craft compelling narratives that highlight the exhibit hall experience and sponsored engagements. By connecting the dots between education sessions and the exhibit hall, the company helps organizations foster a balanced event ecosystem, which results in long-term success for clients.

Weston Rowe emphasizes the importance of moving beyond generic messaging. "It's not enough to say 'come to the show,'" she said. "We push to define the deeper value and benefits, so messaging answers the essential question: WHY should you attend or exhibit? Marketing should make people feel they will achieve more by participating."



Tradeshow Logic President B. J. Enright says, “A small shift in focus can create a big impact. Michele’s perspective is invaluable to our team and our clients. We never lose sight of the exhibitor perspective because we know that long-term event success depends on it.”

For more information about Tradeshow Logic and its industry-leading marketing and exhibitor sales services, visit [www.tradeshowlogic.com](http://www.tradeshowlogic.com).

**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.*

####