

FOR IMMEDIATE RELEASE

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Tradeshow Logic Promotes Bobby Bergeron to EVP Vendor Strategy and Launches Next-Gen Vendor Sourcing Solution

MARIETTA, GA – Tradeshow Logic, a leader in event strategy and management, is proud to announce the promotion of Bobby Bergeron, CEM, to Executive Vice President of Vendor Strategy. In his expanded role, Bergeron will lead the company's newly enhanced Vendor Strategy Solution, designed to help event organizers and exhibitors achieve measurable growth and significant cost savings through smarter vendor sourcing.



With trade show costs continuing to rise and traditional industry practices often falling short, Tradeshow Logic's Vendor Strategy Solution redefines how vendor relationships are evaluated, optimized and managed. Bergeron brings deep industry expertise and a unique approach to uncovering hidden efficiencies and aligning vendor partnerships with each client's specific event goals.

"We don't just talk about the obvious cost drivers," said Bergeron.

"We focus on the gaps – what's missing, what's bundled and where spend isn't delivering value. Most clients don't realize what's possible until we show them the data and the opportunities that come from doing things differently."

Tradeshow Logic's Vendor Strategy Solution empowers clients to:

- Source the best vendors to strategically drive pricing transparency and creative solutions.
- Assess and optimize spend across all vendor categories, from logistics to facility services.
- Leverage data-driven insights to reveal trends and efficiencies that others miss.
- Build trust-based partnerships that align all stakeholders toward shared event goals.
- Uncover opportunities for new business models and operational processes.

"Bobby's promotion reflects our commitment to innovation and leadership in event management," said B.J. Enright, President of Tradeshow Logic. "His vision and expertise are instrumental in helping our clients not only manage costs, but also drive



long-term growth for their events and exhibitors. With Bobby at the helm of our Vendor Strategy initiative, we're elevating the entire tradeshow ecosystem."

Tradeshow Logic's innovative approach delivers results for clients such as National Association of Broadcasters' NAB Show, AEM's CONEXPO-CON/AGG and several Fortune 500-level corporate events.

"Using our proven methodology for vendor strategy, we've been able to identify pain points, create improvement opportunities and uncover hidden needs for these clients and their key stakeholders," said Bergeron.

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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