

FOR IMMEDIATE RELEASE

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## **Tradeshow Logic Grows Sales Team with Katherine Dow Hire**



MARIETTA, GA – To support its growing client base, Tradeshow Logic has expanded its sales team, adding Katherine Dow as Account Executive. Dow will help show organizers drive trade show and event growth through strategic sales support.

“We’re excited to tap into Katherine’s expertise as we continue to help our clients expand into new segments,” said Tradeshow Logic CEO B. J. Enright. “We have multiple initiatives at Tradeshow Logic committed to enhancing exhibitor and sponsor experiences through a holistic and results-driven approach that translates to short- and long-term gains for show organizers.”

Dow’s consultative sales philosophy aligns with Tradeshow Logic’s data-driven methodology which identifies pain points, uncovers improvement opportunities and meets unrealized needs. Her approach — listening more than speaking and helping clients focus on what matters — meets the needs of exhibitors and sponsors seeking a business relationship beyond a transactional booth space purchase.

"I think being honest and realistic is crucial," Dow said. "We're in the business of having satisfied, happy, content customers and I would much rather over-deliver than overpromise. It's a much deeper conversation to try to assess what clients truly need especially for newcomers to the world of exhibiting."

Dow brings extensive experience in exhibit space, digital and sponsorship sales with a strong background in event launches both domestically and internationally. She previously served as Sales Manager for Commercial UAV Expo at Diversified Business Communications and held various account executive roles.

Dow’s addition strengthens Tradeshow Logic’s holistic event management approach — from exhibit sales to show floor logistics — and supports the industry’s trend toward data-driven decision making, with 85% of show organizers now prioritizing ROI and analytics.

“I feel like I won the lottery with Katherine at Tradeshow Logic,” said Hilary Manning, Vice President of Sales. “I had the pleasure of working with Katherine at Diversified Business Communications where she expertly managed a challenging sales territory and earned high praise from colleagues. Over the years she’s refined a consultative relationship-driven sales style and gained deep expertise in event launches, strategy and sponsorship sales.”



### **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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