

San Jose State University

Department of Hospitality Management HSPM 142 (Class 27320) Tradeshow Management Spring 2014

Contact Information

Instructor:	Mark R. McMinn, CMP CTA
Office Location:	SPX 54 - Spartan Complex
Telephone:	(408) (792-5421)
Email:	mmcminn@sanjose.org
Office Hours:	None
Class Days/Time:	Mondays, 6:00pm -8:45pm (18:00-20:45)
Classroom:	Spartan Complex SPXC 209
Prerequisites:	HSPM 140; or instructor consent.

Course Description

Management and operations of tradeshow from business, economic and hospitality service perspectives; understanding the marketing, fiscal, and evaluative processes necessary to provide large scale meetings including hotel negotiations, food service, contract negotiation, and onsite management.

Course Goals and Learning Objectives

GE Learning Outcomes

OUTCOME 1:

Students will be introduced to elements of the exhibition and tradeshow industry through reading, lecture, discussion, and on-site research and study. By the end of the semester, students will be able to:

1. Describe the interest in the business of exhibitions/tradeshow related to meetings industry.
2. Define the goals of various business elements and related products and services.
3. Identify and describe typical tradeshow delivery system structures and be able to illustrate each with local examples.

OUTCOME 2:

Students will be introduced to basic marketing concepts used in the tradeshow management. By the end of the semester, students will be able to:

1. Define the basic role of marketing in tradeshow management.
2. Provide/create illustrations which apply basic marketing concepts.
3. Discuss strategies for marketing related to social and economic trends.

OUTCOME 3:

Students will look for trends and issues in the exposition field. By the end of the semester, students will be able to:

1. Identify major challenges to the tradeshow industry.
2. Provide examples to illustrate responses to challenging trends and issues.
3. Create their own forecast for development and change in the field.

OUTCOME 4:

Students will become familiar with career opportunities. By the end of the semester, students will be able to:

1. Explain the human resources management process for hiring, training, and developing those employed in the tradeshow business.
2. Describe opportunities for entry and advancement in the tradeshow industry.
3. Identify key qualities, philosophies, or experiences associated with success in the industry.

Textbook

The Art of the Show, 4th^d edition (2013) by Glen C. Ramsbord, PhD, CMP
ISBN 978-0-9895833-0-5

An Introduction to the Study of Exhibition Management

Published by International Association of Expositions and Events, Dallas, Texas.

Check under iaee.com and look under readings

Textbook available at the Spartan Bookstore

Other Readings and Resources**Tradeshow Industry Advocacy and Representation**

www.iaee.com

Tradeshow Glossary & Terms

www.exhibitoronline.com/glossory/

Industry Acronyms

http://www.iaee.com/resources/industry_acronyms

History of Tradeshows/Tradefairs
http://en.wikipedia.org/wiki/Trade_fair

Tradeshow Trends
<http://www.exhibitoronline.com/topics/article.asp?ID=1355#.UquZqNJDtqU>

Top 250 US Tradeshows
<http://www.tsmn.com/top-250-us-shows-list>

Exhibitor Best Practices Conference 2014
<http://www.exhibitoronline.com/exhibitorshow/2014/index.asp>

Other equipment / material requirements
Laptop or tablet for presentations and note taking
Handouts will be utilized as part of the learning environment

Course Requirements and Assignments

SJSU classes are designed such that in order to be successful, it is expected that students will spend a minimum of forty-five hours for each unit of credit (normally three hours per unit per week), including preparing for class, participating in course activities, completing assignments, and so on. More details about student workload can be found in [University Policy S12-3](#) at <http://www.sjsu.edu/senate/docs/S12-3.pdf>.

Classroom Protocol

Attendance is expected and roll will be taken. You must come to class prepared, speak up. It means reading before class and arriving at class with something to say, whether it is a question, comment or a topic. Quieter students need to speak up and more talkative students need to help the professor draw out the quiet ones. Asking questions of your peers is appropriate and encouraged. For example, “Why do you feel that way?” “That’s interesting, can you say more?” Open communication means respecting the opinions of others, especially ones you disagree with. We come from a variety of backgrounds with a variety of opinions, thus, making a rich background for discussion. You must be willing to listen. Missing more than 3 classes is a serious loss to your grade because you cannot participate.

Homework

Homework will be assigned randomly and due the next class. Homework cannot be made up so if you miss one that will be the one dropped as your lowest score.

Tradeshow Trends Presentation

In a well-organized and timely manner, you and a teammate will tell the class about a trend in the tradeshow industry. Your voice will be able to be heard in the back of the room or you will not pass this assignment! You may use powerpoint/prezzie and props to strengthen your 2 minute presentation but be ready in the beginning of the class day you chose. **On the day of your presentation**, you will turn in a 1 page write-up about your **reactions** to the trend you presented. A copy of the source of your information will be attached to this paper.

(2) Field Trips:

You will be asked to meet at a specific location at 6:00 pm (class time will be used) All tours will give you a behind-the-scenes look at the site. These will take place at the San Jose McEnery Convention Center and another to be determined by the instructor.

Midterm and Final Examinations:

A midterm examination and a comprehensive final examination are given. Examinations will include true and false, multiple choice, short definitions, matching, and mini-essays. If you would like to see a copy of other exams I have given, ask me and I will bring one to class. Don't let your reading stack up until the last week before the final. It will show. Study continuously!

Tradeshow Triangle Presentations:

Groups of 4-6 maximum will set up and simulate a booth representing some fictitiously designed company and embodying concepts learned in class. A group of industry professionals will be the judges and awards will be given. You will be graded on detail and ability of the group to work together. Your peers will also evaluate you. More details will be given out in class.

NOTE that University policy F69-24, "Students should attend all meetings of their classes, not only because they are responsible for material discussed therein, but because active participation is frequently essential to insure maximum benefit for all members of the class. Attendance per se shall not be used as a criterion for grading."

Grading Policy

Requirement:	Points
A. Class Participation	10
B. Homework	10
C. Trends presentation	10
D. guests Lecture	10
E. Field trips	10
F. Midterm and Final	15 and 15
G. Tradeshow Presentations	20
Total points	100

A+ = 100-97%	A = 96-93%	A- = 92-90%
B+ = 89-87%	B = 86-83%	B- = 82-80%
C+ = 79-77%	C = 76-73%	C- = 72-70%
D+ = 69-67%	D = 66-63%	D- = 62-60%
F = 59-0%		

Classroom Protocol

Attendance is expected and roll will be taken. You must come to class prepared, speak up. It means reading before class and arriving at class with something to say, whether it is a question, comment or a topic. Quieter students need to speak up and more talkative students need to help the professor draw out the quiet ones. Asking questions of your peers is appropriate and encouraged. For example, “Why do you feel that way?” “That’s interesting, can you say more?” Open communication means respecting the opinions of others, especially ones you disagree with. We come from a variety of backgrounds with a variety of opinions, thus, making a rich background for discussion. You must be willing to listen. Missing more than 3 classes is a serious loss to your grade because you cannot participate.

Cell phone conversations and texting during classroom hours is disruptive to the learning environment. It is appreciated that cellular interruptions and distractions are kept to a minimum; best kept outside of the classroom environment.

University Policies

Dropping and Adding

Students are responsible for understanding the policies and procedures about add/drop, grade forgiveness, etc. Refer to the current semester’s [Catalog Policies](http://info.sjsu.edu/static/catalog/policies.html) section at <http://info.sjsu.edu/static/catalog/policies.html>. Add/drop deadlines can be found on the current academic year calendars document on the [Academic Calendars webpage](http://www.sjsu.edu/provost/services/academic_calendars/) at http://www.sjsu.edu/provost/services/academic_calendars/. The [Late Drop Policy](http://www.sjsu.edu/aars/policies/latedrops/policy/) is available at <http://www.sjsu.edu/aars/policies/latedrops/policy/>. Students should be aware of the current deadlines and penalties for dropping classes.

Information about the latest changes and news is available at the [Advising Hub](http://www.sjsu.edu/advising/) at <http://www.sjsu.edu/advising/>.

Consent for Recording of Class and Public Sharing of Instructor Material

[University Policy S12-7](http://www.sjsu.edu/senate/docs/S12-7.pdf), <http://www.sjsu.edu/senate/docs/S12-7.pdf>, requires students to obtain instructor’s permission to record the course.

- “Common courtesy and professional behavior dictate that you notify someone when you are recording him/her. You must obtain the instructor’s permission to make audio or video recordings in this class. Such permission allows the recordings to be used for your private, study purposes only. The recordings are the intellectual property of the instructor; you have not been given any rights to reproduce or distribute the material.”

- It is suggested that the greensheet include the instructor's process for granting permission, whether in writing or orally and whether for the whole semester or on a class by class basis.
- In classes where active participation of students or guests may be on the recording, permission of those students or guests should be obtained as well.
- “Course material developed by the instructor is the intellectual property of the instructor and cannot be shared publicly without his/her approval. You may not publicly share or upload instructor generated material for this course such as exam questions, lecture notes, or homework solutions without instructor consent.”

Academic Integrity

Your commitment as a student to learning is evidenced by your enrollment at San Jose State University. The [University Academic Integrity Policy S07-2](http://www.sjsu.edu/senate/docs/S07-2.pdf) at <http://www.sjsu.edu/senate/docs/S07-2.pdf> requires you to be honest in all your academic course work. Faculty members are required to report all infractions to the office of Student Conduct and Ethical Development. The [Student Conduct and Ethical Development website](http://www.sjsu.edu/studentconduct/) is available at <http://www.sjsu.edu/studentconduct/>.

Instances of academic dishonesty will not be tolerated. Cheating on exams or plagiarism (presenting the work of another as your own, or the use of another person's ideas without giving proper credit) will result in a failing grade and sanctions by the University. For this class, all assignments are to be completed by the individual student unless otherwise specified. If you would like to include your assignment or any material you have submitted, or plan to submit for another class, please note that SJSU's Academic Integrity Policy S07-2 requires approval of instructors.

Campus Policy in Compliance with the American Disabilities Act

If you need course adaptations or accommodations because of a disability, or if you need to make special arrangements in case the building must be evacuated, please make an appointment with me as soon as possible, or see me during office hours. [Presidential Directive 97-03](http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf) at http://www.sjsu.edu/president/docs/directives/PD_1997-03.pdf requires that students with disabilities requesting accommodations must register with the [Accessible Education Center](http://www.sjsu.edu/aec) (AEC) at <http://www.sjsu.edu/aec> to establish a record of their disability.

In 2013, the Disability Resource Center changed its name to be known as the Accessible Education Center, to incorporate a philosophy of accessible education for students with disabilities. The new name change reflects the broad scope of attention and support to SJSU students with disabilities and the University's continued advocacy and commitment to increasing accessibility and inclusivity on campus.

HSPM 142 Tradeshow Management, Spring 2014 Course Schedule

	Date	Topics	Learning Tools
1.	01/27/14	Syllabus Review. Faculty Introductions, Student Introductions.	Participation PowerPoint Handouts
2.	02/03/14	Definitions, History and Purpose of Tradeshows Trends in Tradeshows: Assignments The Tradeshow Triangle Overview	Chapters 1 & 2 Handout PowerPoint
3.	02/10/14	Tradeshow Triangle – Part One Show Owner Strategic Management Project Management Request for Proposal (RFP)	Chapters 3, 4 & 9 Handouts Homework
4.	02/17/14	Destination marketing organizations Facilities Site Selection Developing Floor Plans	Chapters 10, 11, 12 & 13 Handouts Homework
5.	02/24/14	Onsite Operations Official Services Contractors Shipping Exhibit Materials	Chapters 19, 20, & 24 Handouts Homework
6.	03/03/14	Site Visit San Jose Convention Center California Charter Schools Show Exhibit Space	Guest Lecture Field Trip
7.	03/10/14	Budget Management Financial Management Strategies Exhibition Insurance: Risk management	Chapters 5, 6 & 28 Handouts Homework
8.	03/17/14	Mid Term Review Mid Term Exam Final Project Assignments	Q & A Test Handout
9.	03/24/14	Spring Recess No Classes	
10.	03/31/14	Caesar Chavez Day No Classes	
11.	04/07/14	Mid Term Results & Review Tradeshow Triangle Part 2 Show Producer General Marketing Practices Marketing Strategies and Tactics	Chapters 14 & 15
12.	04/14/14	Booth Stand and Sales Sponsorship and Promotional Opportunities	Chapters 16 & 17 Handouts Homework

	Date	Topics	Learning Tools
13.	04/21/14	Tradeshow Expert Panel 4 Industry professional share their insight and wisdom	San Jose Convention Center Meeting Room
14.	04/28/14	Tradeshow Triangle The Buyer The Prospectus The Budget	Handouts
15.	05/05/14	Tradeshow Review Presentation Preparation	Q&A Homework Review Mid Term Group exercise
16	05/12/14	Tradeshow Triangle Presentations	Groups
17	05/19/14	Final Exam	Test