

San José State University
Department of Hospitality, Tourism & Event Management
HSPM 142-01 (25967)

Tradeshow Management
Spring 2020

Course and Contact Information

Instructor: Arnie Roberts, President & CEO, SMART-reg International, Inc.
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Office Hours: By Appointment
Class Days/Time: Thursday, 3:00pm -5:45pm (15:00-17:45)
Classroom: Sweeney Hall, Room 120

Course Format

Low Technology Impact

During the classroom sessions, Instructor on occasion, will ask the class for definition of terms and concepts discussed. Students can, when encouraged by the Instructor utilize their favored Search Engine for immediate clarification. Some assigned homework might require contemporary industry related information, derived from periodicals or Internet research. All homework assigned is expected to be turned in at the next class. Handwritten homework is acceptable if computer generated/printed content is not available to the Student. Randomly selected Students will be asked to present their homework to the class for discussion.

Course Description

The Trade Show industry has evolved exponentially compared to it's beginnings in ancient times -- when they were called open air markets. Today, they include stakeholders from around the globe, incorporating cutting edge technology, state of the art products, knowledge transfer, and experiential experiences. This course will address the action items, tasks, milestones, needs, requirements and concerns through the lens of the three major stakeholders: Exhibitors, Attendees and the Show organizer.

All aspects of successfully producing an Industry Trade Show, Conference, Exposition or Corporate Event will be discussed. From the inception, planning and execution. Topics covered will include: Venue selection; Request for Proposal creation; Budget creation; Exhibition Hall layout; Exhibitor and Sponsor considerations; Attendee acquisition and engagement; Local economic impact; F&B requirements; Registration planning; On-site operations and safety concerns.

Course Learning Outcomes (CLO)

Learning Outcome-1

Students will be introduced to elements of the exhibition and Trade Show industry through reading, lecture, discussion and study. By the end of the semester, students will be able to describe the various components involved in producing a Conference, Trade Show, Exposition or Corporate Event on a large scale.

Learning Outcome-2

Identify the various related product and service vendors needed to stage an Event.

Learning Outcome-3

Request for Proposal (RFP) preparation and related elements will be covered. In addition to creation of a Budget for an Event.

Learning Outcome-4

Topic, audience, time and place are important factors associated with an Event. Selecting the correct venue will be explored, taking into account the target demographic attending the Event.

Learning Outcome-5

Details will be addressed dealing with the inside of the venue, such as: meeting room capacities, numbers and availability; Exhibit hall size, public safety concerns such as public address systems and escape routes, to name a few.

Learning Outcome-6

Students will be introduced to basic marketing concepts used in the Trade Show industry. By the end of the semester, students will be able to: Define the basic role of marketing an event, involving conventional media and the fine tuning of social media outlets. In addition, learning to create and get news worthy coverage of an Event.

Learning Outcome-7

Once all the various tasks have been identified, students will learn how to determine the critical path of the Event production cycle using project management principals incorporating a task-list Network diagram.

Learning Outcome-8

During the semester students will go thru all the steps of putting on a fictitious trade show from start to finish.

Learning Outcome-9

Students will become familiar with the various career opportunities available. By the end of the semester, students will be able to utilize the many resources within their reach.

Required Texts/Readings

Textbook

N/A

Other Readings

How to Plan and Book Meetings and Seminars - 2nd Edition

Author: Judy Williams

Publisher: Ross Books

Format: paperback

Base Price: \$14.95

Expositions and Trade Shows

Author: Deborah Robbe

Publisher: Wiley

Format: hardback

Base Price: New \$125, Used \$1.99

Event Planning: The Complete Beginners Guide to Planning and Managing Successful Events

Author: Michele Chapman

Publisher: CreateSpace Independent Publishing Platform

Format: paperback

Base Price: \$18.63

Required -Industry related news via Internet (free)

Trade Show Executive

News, Views and Tools for Trade Show and Event Executives

<http://tradeshowexecutive.com/>

Trade Show News Network (TSNN)

News, Blogs, Trade Show Data, Research Reports, Newsletters

<https://www.tsn.com/>

Other requirements / membership

Please join:

International Association of Exhibitions and Events (IAEE)

San Jose State University is an IAEE Educational Institution Member.

Our primary contact is Rena Hamilton, HTEM, Dept Coordinator.

Student Benefits include:

- IAEE connects seasoned professionals with students and young professionals in the industry through its Mentor Program

- IAEE provides students with a quarterly young professional newsletter that provides tools to land that first job after graduation, and resources to network with industry professionals

- IAEE connects you with fellow students throughout the U.S. and around the world

- IAEE provides students with career resources through the use of IAEE's Career Center and ExhibitionIndustryJobs.com

Course Requirements and Assignments

Requirements of this course will rely on class discussion of facts, trends and procedures learned. Classroom discussion and analysis is a key element, as one will experience in a real-world situation. In 2017 alone the U.S. exhibitions market was valued at \$13.7 billion, the world's largest. One has to have the ability to present their idea(s), take constructive criticism and arrive at solutions agreed by all stakeholders in the Event production organization.

During this semester we will go through all the motions of actually putting on a real Trade Show. As mentioned below in "Determination of Grades" class participation and assignment completion will count for 70% of the grade earned.

"Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus."

Final Examination or Evaluation

The final exam will have a minimum of 30 questions, ranging in point value from 2 to 13 points depending on question complexity, e.g. true/false, multiple choice, short essay, and construction of a project management Network Diagram. Total point value is 100.

Grading Information

Students are expected to attend all meetings for the courses in which they are enrolled as they are responsible for material discussed therein, and active participation is frequently essential to ensure maximum benefit to all class members. In some cases, attendance is fundamental to course objectives; for example, students may be required to interact with others in the class. Attendance is the responsibility of the student.

Determination of Grades

- 50% of grades will be determined by classroom participation.
- 20% of grades will be determined by timely homework submission.
- Plus and minus (+/-) grades will be used.
- Extra credit options, if available, will be discussed during class.
- Various class assignments, may have added weight, upon correctness.
- Each missing homework will carry a penalty of minus 15% of classroom participation and timely homework submission.
- The mid-term and Final Exam will count for 30% of grade.

Grading Scale

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

“This course must be passed with a C or better as an SJSU graduation requirement.”

Classroom Protocol

1. During lectures there will be no cell phone use nor laptop or tablet use
 - a. First violation, verbal warning
 - b. Second violation, violators will have their phones or computers confiscated until end of class. If the student doesn't wish to surrender their technology, they may choose instead to leave the classroom.Note: If an urgent call is anticipated, student should inform instructor at beginning of class, and immediately leave the classroom in order to accept the call. Mobile device cameras (Cell or Tablet) can be used briefly to record class notes on display monitors and class whiteboards.
2. Electronic devices may be used during tests (if permission is granted) such as calculators (not those on phones or tablets, but separate devices).
3. Cheating will not be tolerated, and you may be expelled from class with a subsequent F being assigned as a grade.
4. It is expected that you will be in class on time. Repeated tardiness will, after a warning, result in a lowered grade for either an assignment or the entire class, solely at the discretion of the faculty member.
5. For each assignment turned in late, there will be a grade or point deduction of 15% off the earned grade.
6. All homework assigned is expected to be turned in at the next class. Handwritten homework is acceptable if computer generated/printed content is not available to the student. Randomly selected students will be asked to present their homework to the class for discussion.
7. There will be no make-ups for missed exams, unless prior permission is granted at least 24 hours in advance of exam. Make up exams may be different from the original exam.
8. Unannounced (pop) quizzes may happen as necessary to maintain student participation and attention. These may be assigned a grade, or judged on a pass/fail basis, with each pass contributing points to the final grade.
9. Class participation and discussion is required. A planned absence should be conveyed to the Instructor via e-mail a minimum of eight hours prior to class start time
10. Any student who the instructor feels is disrupting the class will be required to leave the class. Disruptions to include: talking while others are recognized (by the instructor, including the instructor) to talk, providing distractions, responding in an uncivil attitude as judged solely by the instructor, and/or constantly leaving or moving around the classroom.

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs:

[Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

Trade Show Event & Meeting Management Spring 2019

Course Schedule

This schedule is subject to change with fair notice to be provided via e-mail or in class announcements.

Course Schedule

Week	Date	Topics, Readings, Assignments, Deadlines
1	1/23/20	Introductions, Course Outline, what is expected
2	1/30/20	Let's Create an Event
3	2/06/20	Define All Involved Tasks
4	2/13/20	Safety considerations and F&B requirements
5	2/20/20	Marketing your Event
6	2/27/20	Venue and Vendor search criteria
7	3/05/20	Creating your Request for Proposal (RFP)
8	3/12/20	Registration requirements advance and on site, promotion
9	3/19/20	Exhibitor/Sponsor sales and Booth selection
10	3/26/20	Mid Term Exam
11	4/02/20	No Class
12	4/09/20	On-site logistics
13	4/16/20	Field Trip -MarTech Tradeshow, San Jose Convention Center
14	4/23/20	Final stages for our Event
15	4/30/20	What could go right/wrong, and how can we improve
16	5/07/20	Final exam prep
Final Exam		May 13–19, 2020 (To be determined)