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Tradeshow Logic Adds Five, Expands Meeting Planning Capabilities

ATLANTA—July 6, 2015— Tradeshow Logic, an event solutions firm that helps associations and show organizers elevate the success of their events, has further expanded its team to add specialists in growing service areas. Recent hires filling newly created positions are Tina Carriere, senior national exhibits operations manager; Ann Marie Cryer and Will York, both named exhibit operations manager; and Donna Thompson, accounting manager.

Tradeshow Logic's (TL's) fast growth mandated that the company bring on experienced individuals who could hit the ground running. "We never take chances with customer satisfaction or with achieving our customers' goals," says B. J. Enright, president of Tradeshow Logic. Every one of these new hires has a minimum of 15-years relevant experience.

In her role as senior national exhibit operations manager, Tina Carriere leverages 17-years of exhibition industry experience. Most recently, Tina was with GES where she worked her way up from exhibitor services coordinator to senior account manager. "Tina is the kind of person every client wants working on their behalf: she handles a tremendous volume of tasks simultaneously, meets deadlines and delivers it all with a focus on customer service," says Enright.

TL has ensured that its exhibit operations department remains highly attuned to exhibitor and sponsor needs by luring two experienced corporate trade show managers to join its team as exhibit operations managers. Ann Marie Cryer was most recently senior marketing communications manager in charge of corporate events and trade shows for TeleCommunication Systems, Inc. She has earned CTSM (Certified Trade Show Marketer) certification and has 15 years industry experience managing trade shows, conferences and events internationally and nationally.

Will York, also an exhibit operations manager, joins TL from Verizon Enterprise Solutions where he was a trade show and events consultant. Over the course of amassing 19 years experience, he has managed trade shows, sponsorships and events worldwide.

Donna Thompson, TL's new accounting manager, has 20 years experience.

Tradeshow Logic, a full service event solutions firm, increases the value of events, tradeshow and conferences for organizers, exhibitors and attendees. TL industry veterans and skilled team members deliver ideas, strategies, people, technology and partnerships that improve efficiency, enhance experience and increase revenue. Services include event consulting, exhibit and sponsorship sales, meeting and event management, global general contracting, and event technologies. Learn more at www.tradeshowlogic.com.

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