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B.J. Enright Promoted to CEO of Tradeshow Logic

ATLANTA—July 20, 2015— Tradeshow Logic, an event solutions firm that helps associations and show organizers elevate the success of their events, has promoted its president, B.J. Enright, to CEO. Previous CEO Bonnie Aaron will remain with Tradeshow Logic (TL), providing counsel and oversight as chairman of the board.



B.J.’s promotion reflects the role she’s played over the past three years leading TL from both visionary and supervisory perspectives. The strategic event solutions capabilities she’s developed have driven customer growth—and mandated a 60% expansion in the size of the TL team over the past two years.

TL has also broadened and deepened its capabilities with its recent recruitment of top industry talent, including Robbi Lycett and Chris Price, to serve its growing base of association and private trade shows. “B.J. is the future of Tradeshow Logic as we grow and move forward. Her energy and determination to find new and better ways of doing things have become our corporate culture,” says Butch Bartlett, chief creative officer of Tradeshow Logic.

B.J. began her career as an exhibitor service representative for Andrews-Bartlett and went on to hold executive sales and management positions with Andrews-Bartlett, The Aaron Group, and GES. She honed her expertise in trade show strategy and production through past positions in sales, account management, operations, marketing and management.

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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