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### ENN Late Breaking News

#### Industry Veterans Launch Tradeshow Logic

12/9/2010 - Announcing the launch of Tradeshow Logic, a solutions provider that helps show organizers and event managers improve ROI, lower costs, increase efficiency and enhance the customer experience for their events. Under the direction of an all-star team of industry veterans, Tradeshow Logic reaches beyond our industry's traditional models to help show organizers increase revenue, build customer satisfaction and streamline operations.

Standing behind Tradeshow Logic are Bonnie Aaron, CEO; B.J. Enright, president; and Butch Bartlett, chief strategy officer. Aaron's industry career includes 40 years of experience culminating with her appointment as EVP continuous quality at GES. Enright, a former regional VP for GES has also held executive and sales positions in the industry. Bartlett, former CEO of Andrews-Bartlett, grew that company from a \$6 million company into a \$100 million company, which was acquired by GES in 1993.

Aaron, Enright and Bartlett have all been key players in TradeshowLogistics, a company which, in 2000, introduced a new general contractor management strategy which provided an alternative to the traditional model and created revenue opportunities for show management. As that company expanded its relationship with customers into a consultative partnership, the concept of Tradeshow Logic was born. "We have helped customers develop and implement new models of engagement on the show floor, created new revenue opportunities, streamlined operational strategies and increased customer service ratings for our clients," says B. J. Enright, president of Tradeshow Logic.

**About Tradeshow Logic**  
 Tradeshow Logic services include strategic planning and revenue building, operational enhancement and management, budget development and containment, and full pre-, at- and post-event support. The company partners with its clients on an as-needed basis providing as many or as few services as required. Tradeshow Logic increases the value of events, trade shows and conferences for both organizers and attendees. Our industry veterans and skilled team members deliver ideas, strategies, people, technology and partnerships that improve efficiency, enhance experience and increase revenue. Services include strategic planning, event creation, operational support and detail management. For more information, go to [www.tradeshowlogic.com](http://www.tradeshowlogic.com).

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[Tradeshow Logic Introduces TL Event Specs Online Platform to Streamline Show Operations](#)

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