



TRADE SHOW

INDUSTRY

Dave House, a trade show professional for over 20 years, is the Trade Show Professor. An experienced show management entrepreneur, corporate exhibitor and exhibit house account executive; complimenting sales and management roles with a general services contractor and convention center, the Trade Show Professor is uniquely qualified to provide creative strategies and show site tactics for exhibitors.

EVENT MARKETING EXPERIENCE:

We R Xhibits (display house)
Freeman (general services contractor)
Omnecraft International (display house)
EXPO 83 (show owner, producer, manager)
Lanier (corporate exhibitor/corporate events)
Century Center (convention center)

Dave's experience has included international trade shows and corporate events in Japan, China, South Korea, Italy, France, and Canada. Additionally, he has worked with exhibitors from Israel, Australia, England, Brazil, and Germany.

**TRAINING,
TEACHING &
PRESENTATIONS**

As an adjunct professor, Dave teaches economics and marketing:

Robert Morris University, Chicago, IL; Indiana University, South Bend, IN
St. Mary's College, South Bend, IN; Purdue University, Michigan City, IN

Dave has prepared and presented trade show industry seminars:

Exhibitor 2011
American Marketing Association, "How To Get More from Your Trade Show Booth"
US Department of Commerce, "International Exhibiting--Not Just a Trade Show"
Michiana Chapter AMA, "Trade Show Marketing: Leveraging High Touch with High Tech for a Better ROI"

Training Engagements:

Developed and presented comprehensive sales training program for new sales representatives in the copier industry.

Developed and presented departmental sales training in Exhibitor Sales. Example: "I Don't Have Time for Time Management" and "Experiential Marketing and Exhibitor Sales"

Other presentations:

Loyola University presentation to an Event Planning class.

"General Services Contractors as a Display House Resource" presented to a display house team

"The Keys to a Cost Effective Trade Show Presence", ASPA Spring Meeting, 2011

EDUCATION

M S B A

Indiana University at South Bend

Worked as Graduate Assistant in the Division of Continuing Education

BS - Business Economics

Purdue University

Worked part time to fund education

COMMENTS***

...from Exhibitor 2011

"Very calm, comfortable style...great!

"Nice job showing examples. Interesting comparison between marketing events/economics."

...from I Don't Have Time for Time Management

"The presenter was very organized"

"Important info and good slides were well presented."

"Great session!"

...from General Services Contractors as a Display House Resource

"The content was organized and easy to follow."

"The trainer was knowledgeable."

...from a recent performance evaluation

"Dave performs each job part exceeding expectations."

...from a customer

"Dave has always been able to over-exceed expectations delivering the products and services that we, as a client (American Express), needed in order to present our corporate communications in a highly professional and effective manner."