

NOVA COLLEGE-WIDE COURSE CONTENT SUMMARY  
HRI 230 - EXHIBITION MANAGEMENT (3 CR.)

**Course Description**

Studies the management of trade shows and expositions. Addresses the basic structure of exhibit organizations, attendee and exhibitor needs, purposes and types of shows, facilities, promotion, trends and employment opportunities. Lecture 3 hours per week.

**General Course Purpose**

The purpose of this course is to provide the student with the basic knowledge of trade show and exposition management. The various elements required to produce trade shows and expositions will be reviewed in depth.

**Course Prerequisites/Co-requisites**

None

**Course Objective**

Upon completion of this course, the student should be able to:

- Analyze the role of trade shows and expositions in the marketing mix used by organizations
- Comprehend the differences between trade shows and expositions
- understand the motives of the different types of organizations which own and produce
- Trade shows and expositions
- Evaluate the elements which go into site selection
- Understand how shows are laid out and floor plans designed
- Analyze the contents of exhibit space contracts and show rules and regulations
- Identify why companies exhibit
- Understand the elements and design of exhibit space sales and brochures
- Recognize the role of telemarketing in space sales
- Describe exhibit space allocation systems
- Analyze the motivation and attitudes of prospective attendees
- Evaluate the elements in attendee promotional campaigns and materials
- Understand the development of show directories
- Appreciate the role and usefulness of publicity
- Describe the usefulness of different services
- Recognize roles of the different services
- Review security requirements
- Describe post show analysis techniques

**Major Topics to be Included**

- a. Overview of careers, definitions, history and varieties
- b. Venues: site selection, facilities and CVBs
- c. Show planning: project management, floor plans, education, F & B, and logistics
- d. Contractors: general service contractors, registration, housing, transportation, and A-V
- e. Business issues: marketing mix, competitive analysis, legal, and risk management
- f. On-site operations: staffing, crisis management, recycling, and evaluation
- g. Exhibitor prospectus
- h. Exhibit and sponsorship sales