



CERTIFIED TRADE SHOW MARKETER

DIAMOND LEVEL CERTIFICATION

POLICIES & PROCEDURES

1. Diamond level upgrade applications should be filled in completely and legibly or they will be returned.
2. Completed applications are due in the CTSM office by November 15th of each year for recognition the following year, but they may be submitted any time throughout the year.
3. Applications should be mailed or sent by a reliable document delivery service. Faxed applications will not be accepted.
4. Diamond Level Certification Fee of \$200 must be included with application. Make your check payable to EXHIBITOR Media Group.
5. Email a digital professional head shot photo to the CTSM office when you send your application and payment. Follow the guidelines listed at:
<http://www.exhibitoronline.com/ctsm/PortfolioPhotoRequirements.pdf>
6. All CTSM graduates who are approved for Diamond Level Upgrade will receive written notification by December 31st and a new certificate will be awarded at the following EXHIBITOR Show.

REQUIREMENTS & GUIDELINES

CTSM graduates have been encouraged to pursue continuing industry and personal growth education, and have been awarded certification upgrades – Bronze (10 additional hours, 1 CEU), Silver (20 additional hours, 2 CEUs) and Gold (30 additional hours, 3 CEUs). The diamond level certification, which follows the gold level, still encourages our graduates to make ongoing education a life-long pursuit. In addition, this level demonstrates leadership by “giving back to the industry” through professional contributions.

REQUIRED POINTS

Seventy-five (75) points are required for Diamond Level Certification: 1/5 from Education, 4/5 from Professional Contribution. Educational points (15) must have been earned since receiving Gold Level Certification. Professional contribution points (60) must have been earned over the past five years.

SUMMARY OF POINTS REQUIRED FOR DIAMOND LEVEL

- I. **CONTINUING EDUCATION - 15 points minimum – 1 point per class.** No longer need to take quizzes, but applicants must track sessions attended, and completing affidavits is the best way to do that so the CTSM Program Administrator can easily verify with the registration report.
 - a. Elective sessions of choice from EXHIBITOR Conference offerings **6 90-minute sessions**
 - b. Elective sessions selected from the Advanced Learning Series, Author Series, Workshop Intensive Series or Profiles in Excellence Case Study Series **9 90-minute sessions**

II. PROFESSIONAL CONTRIBUTIONS (60 points minimum)

- a. Serving as a CTSM Portfolio Advisor - minimum of 5 advisees certified is required (5 points/advisee certified)
- b. Mentoring new CTSM candidates (welcoming new program enrollees and making yourself available to them to answer questions as they begin the program) (1 point/4 candidates mentored)
- c. Proctoring CTSM exam (1 points/exam)
- d. Staffing CTSM booth or onsite office at EXHIBITOR Show (1 point/4 hours)
- e. Organizing a local/regional CTSM Connection Networking Meeting (5 points/meeting)
- f. Organizing a CTSM Meet & Greet in your area – no meeting agenda, just informal networking (1 point/meet & greet)
- g. Serving on EXHIBITOR conference, magazine or exhibits advisory boards (5 points/year)
- h. Speaking at EXHIBITOR conferences – must score at least conference average on your evaluations (7 points/class)
- i. Moderating a Peer2Peer roundtable discussion at EXHIBITOR conferences (½ point per time)
- j. Speaking about the CTSM program and/or exhibit marketing at colleges/conferences, Chambers of Commerce, industry association meetings, exhibit houses, other places of business (3 points/opportunity)
- k. Published articles – on trade show/event marketing management in recognized industry publications (3 points/article)
- l. Published book – on trade show and/or event marketing (10 points)
- m. Serving on the CTSM Curriculum Review Committee (5 points/year served)
- n. Serving as an advisor at a Portfolio Power-Working Weekend (3 points per weekend)
- o. Serving as an All Star, Design, New Product or Sizzle Award judge (1 point each)
- p. EXHIBITOR Sizzle Award or All Star Award Recipient (2 points)
- q. CTSM candidate referrals (1 point/each candidate enrolled in the program)



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UPGRADE APPLICATION

THE CERTIFIED TRADE SHOW MARKETER (CTSM) Board has approved use of this application form to establish eligibility for Gold Level CTSM Graduates to receive the Diamond Level Certification. This form is due to the CTSM office no later than November 15th prior to the upcoming EXHIBITOR Show where the applicant desires to receive this recognition. Applicants should keep a copy of their completed forms for reference.

You must complete this certification Diamond Level upgrade form in its entirety and sign the last page to be eligible for consideration.

Name _____
Year of original CTSM certification _____
Title _____
Company _____
Address _____
City _____ State/Province _____ Zip/Postal _____
Country _____ Telephone _____ Fax _____
E-mail Address _____

Prior History of Experience in Trade Shows and Events Management:

Title _____
Company _____
City/State _____
Employment Dates: From _____ To _____ Total Years _____

Title _____
Company _____
City/State _____
Employment Dates: From _____ To _____ Total Years _____

Title _____
Company _____
City/State _____
Employment Dates: From _____ To _____ Total Years _____

Title _____
Company _____
City/State _____
Employment Dates: From _____ To _____ Total Years _____



CERTIFIED TRADE SHOW MARKETER

DIAMOND LEVEL CERTIFICATION

RECORD OF PROFESSIONAL CONTRIBUTIONS TO THE CTSM PROGRAM AND THE TRADE SHOW/EVENT INDUSTRY

Portfolio Advisor: 5 points per advisee certified (minimum of 5 advisees for 25 points)

CTSM Advisee _____	Date Certified _____
CTSM Advisee _____	Date Certified _____
CTSM Advisee _____	Date Certified _____
CTSM Advisee _____	Date Certified _____
CTSM Advisee _____	Date Certified _____
CTSM Advisee _____	Date Certified _____
CTSM Advisee _____	Date Certified _____
CTSM Advisee _____	Not Certified _____
CTSM Advisee _____	Not Certified _____
CTSM Advisee _____	Not Certified _____

CTSM Program Mentor: 1 point for every 4 candidates mentored

Points will be validated by CTSM office by checking the database.

CTSM Candidate Mentored _____	Contact Dates: _____ _____ _____
CTSM Candidate Mentored _____	Contact Dates: _____ _____ _____
CTSM Candidate Mentored _____	Contact Dates: _____ _____ _____

Applicant may add an extra page to list additional candidates mentored.



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CTSM Examination Proctor: 1 point per exam date

Proctoring will be documented by the CTSM office.

Location _____ Exam Date _____

Location _____ Exam Date _____

Location _____ Exam Date _____

CTSM Booth or Office Staffing: 1 point per 4 hours staffed

Hours staffed will be verified by the CTSM director and office manager.

Conference _____ Date _____ Hours Staffed _____

Conference _____ Date _____ Hours Staffed _____

Conference _____ Date _____ Hours Staffed _____

Conference _____ Date _____ Hours Staffed _____

Conference _____ Date _____ Hours Staffed _____

Leadership Roles - Organizing a Local/Regional CTSM Connection Networking Meeting: 5 points/meeting; organizing a local/regional CTSM Meet & Greet Networking Event: 1 point/Meet & Greet

Documentation in form of meeting invitations, registrations and agenda through the CTSM office must be attached.

Date _____ Location _____

Number of Attendees: _____

Topics Discussed: _____

Date _____ Location _____

Number of Attendees: _____

Topics Discussed: _____

Date _____ Location _____

Number of Attendees: _____

Topics Discussed: _____



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Leadership Roles - Serving on EXHIBITOR Conference, Magazine or Exhibits Advisory Boards: 5 points/year. Service validated by a printed piece listing name and service.

Year Served _____

Date/Location of Meetings Attended _____

Assisted with Welcoming/Networking Activities at EXHIBITOR Show? Yes No

Year Served _____

Date/Location of Meetings Attended _____

Assisted with Welcoming/Networking Activities at EXHIBITOR Show? Yes No

Speaking Roles – Teaching Seminar at EXHIBITOR Conferences or eTrak: 7 points/class

Documentation in the form of copy of course description in conference brochure must be attached.

Session Number _____ Session Topic _____

Date Taught _____

Session Number _____ Session Topic _____

Date Taught _____

Session Number _____ Session Topic _____

Date Taught _____

Session Number _____ Session Topic _____

Date Taught _____

Speaking Roles – Moderating a Peer2Peer Roundtable Discussion at EXHIBITOR conferences: 1/2 point/time

Peer2Peer Number _____ Topic Moderated _____

Date _____

Peer2Peer Number _____ Topic Moderated _____

Date _____

Peer2Peer Number _____ Topic Moderated _____

Date _____



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Speaking Roles – Speaking about the CTSM Program and/or Exhibit Marketing at Colleges/Conferences, Chambers of Commerce, Industry Association Meetings: 3 points/opportunity
Documentation in the form of copy of course description in registration catalog or course outline/syllabus must be attached.

Educational Institution/Organization _____
Title of Program _____
Date _____ Location _____

Educational Institution/Organization _____
Title of Program _____
Date _____ Location _____

Educational Institution/Organization _____
Title of Program _____
Date _____ Location _____

Authoring Published Articles or Published Books: 3 points/article; 10 points/book
In order to receive points, attach a reprint of the article or photocopy of book cover with your name as author and date published.

Title of Article _____
Publication _____
Date of Publication _____

Title of Article _____
Publication _____
Date of Publication _____

Title of Article _____
Publication _____
Date of Publication _____



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Serving on the CTSM Curriculum Review Committee: 5 points/year served

Service validated by CTSM Executive Director.

Year Served _____

Year Served _____

Serving as an Advisor at a Portfolio Power-Working Weekend: 3 points per weekend

Service validated by CTSM Executive Director.

Date of Power-Working Weekend: _____

Check one: 1/2 day _____ Full day _____ 1 1/2 days _____

Date of Power-Working Weekend: _____

Check one: 1/2 day _____ Full day _____ 1 1/2 days _____

Serving as an All Star, Design, New Product or Sizzle Award Judge: 1 point each

Service validated by EXHIBITOR Awards Program Coordinator.

Award Type: _____

Date: _____

Award Type: _____

Date: _____

Award Type: _____

Date: _____

Award Type: _____

Date: _____



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EXHIBITOR Sizzle or All Star Award Recipient: 2 points

Award validated by award program manager.

Award Type: _____

Date Received: _____

Award Type: _____

Date Received: _____

CTSM Candidate Referrals: 1 point/each candidate enrolled in the program

Referred candidate must have attended at least one conference and attended at least 10 seminars to demonstrate commitment towards completing the program. Referral enrollment and attendance validated by CTSM program administrator.

CTSM New Candidate's Name: _____

Date Enrolled: _____

CTSM New Candidate's Name: _____

Date Enrolled: _____

CTSM New Candidate's Name: _____

Date Enrolled: _____

CTSM New Candidate's Name: _____

Date Enrolled: _____

CTSM New Candidate's Name: _____

Date Enrolled: _____

CTSM New Candidate's Name: _____

Date Enrolled: _____



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SUMMARY OF POINTS

Total of Points from Each Category

Continuing Education	_____
CTSM Portfolio Advising	_____
CTSM New Candidate Mentoring	_____
Proctoring CTSM Exam	_____
Staffing CTSM Booth or Office	_____
Organizing/Hosting CTSM Connection Meeting	_____
Organizing a CTSM Meet & Greet Networking Event	_____
Serving on EXHIBITOR Advisory Board	_____
Speaking at EXHIBITOR Conferences	_____
Moderating Peer2Peer Roundtable	_____
Other Approved Speaking Engagements	_____
Published Articles or Books	_____
Serving on CTSM Curriculum Review Committee	_____
Serving as an Advisor at a Portfolio Power-Working Weekend	_____
Serving as an Award Judge	_____
Recipient of an EXHIBITOR Award	_____
CTSM Candidate Referrals	_____

SUMMARY	Date Completed
Continuing Education (Minimum of 15)	
Professional Contribution (Minimum of 60)	

CTSM OFFICE USE ONLY	Date Completed	
Signature of Program Director	Date	Qualified / Not Qualified