

Diamond Level Upgrade requires continued professional development and demonstrated leadership by "giving back to the industry" through professional contributions.

POLICIES & PROCEDURES

1. Diamond-level upgrade applications should be filled in completely and legibly or they will be returned.
2. Completed applications may be submitted at any time. However, to be recognized at an EXHIBITORLIVE Graduate Celebration, applications are due two months before the event.
3. CTSM candidates are responsible for tracking their points toward the Diamond level upgrade and submitting the necessary session affidavits and/or quizzes through the NIU platform to verify attendance.
4. Completed applications should be submitted via email to ctsm@exhibitorgoup.com along with:
 - a. Digital professional headshot photo (further photo guidelines: www.exhibitoronline.com/ctsm/PortfolioPhotoRequirements.pdf)
 - b. Submit \$200 US Diamond Level upgrade fee online (www.exhibitoronline.com/payment)

REQUIREMENTS & GUIDELINES

CTSM graduates who wish to continue their personal and professional development with a Diamond Level upgrade are required to achieve:

- ❖ 50 Hours of Continuing Education from Exhibitor Group Events
 - Session hours start to accrue once CTSM status has been attained.
 - Quizzes and/or affidavits must be completed through the NIU platform to verify attendance and appear on your CTSM transcript.
- ❖ 60 Points from Professional Contributions

CTSM Program Support	
Activity	Points
Refer Industry Professionals to CTSM Program	2 points per enrollee and enrollee must take at least 1 CTSM session)
Mentor New CTSM Enrollees	1 point per 4 mentees (max of 40 people = 10 points)
Serve as Portfolio Advisor to CTSM Enrollee	5 points per CTSM enrollee (3 enrollees required = 15 points)

Serve on CTSM Task Force and/or Advisory Council	3 points per term or year
Teach Virtual, CTSM Required or Elective Session	2 points per webinar
Teach In Person, CTSM Required or Elective Session	5 points for 45-minute session; 6 points for 60-minute session and 7 points for 90-minute session per event
Draft CTSM Required Session Exam Questions	3 points per session
Organize CTSM Meet & Greet In Person or Online – share info on the CTSM program and informal networking	3 points
Speak about the CTSM program In Person or Online at high school, community college, university, industry event, chamber of commerce, industry vendor/supplier training or other places of business.	3 points
Publish CTSM Promotional Work	1 point: social media (max of 5 points) 3 points: article
Record/Publish CTSM Promotional Video:	
Short Video (such as on TikTok)	1 point (max of 5 points)
Video (Production Quality Commercial)	3 points

Exhibitor Group Event Support	
Activity	Points
Serve on Event Task Force and/or Advisory Council	3 points per event
Review/Rate Session Proposals	3 points per year
Facilitate Peer2Peer Roundtable	1 point
Serve as Awards Judge	1 point
Event Support Volunteer	2 points for every 2 hours
Serve as In-Person Exam Proctor	2 points

Industry Contributions	
Activity	Points
Speak about event/trade show industry or event/trade show marketing careers at high school, community college, university, industry event, chamber of commerce, industry vendor/supplier training or other places of business.	3 points
Publish Event /Trade Show Marketing Related Work	1 point: social media (max of 5 points) 3 points: article 10 points: book



DIAMOND APPLICATION

UPGRADE APPLICATION

Completed applications may be submitted at any time. However, to be recognized at an EXHIBITORLIVE Graduate Celebration, applications are due two months before the event. Applicants should keep a copy of their submitted form and materials for reference.

You must email a completed application form along with a digital professional headshot photo to ctsm@exhibitorgroup.com AND [submit \\$200 US upgrade fee online](#).

Name Megan Holloway Year of original CTSM certification 2012
Address 742 Evergreen Terrace
City Springfield State/Province IL Zip/Postal 62701
Country United States Mobile Phone 217-555-0938
E-mail Address Mholloway1@gmail.com

Work Experience in Trade Shows and Events Management:

Title Director of Events
Company Apex Event Solutions
City/State Springfield, IL
Employment Dates: From April 2022 To Present Total Years 2

Title Director of Events
Company Pinnacle Trade Solutions
City/State San Francisco, CA
Employment Dates: From July 2019 To March 2022 Total Years 3

Title Senior Trade Show Coordinator
Company Global Exhibitions Inc.
City/State New York, NY
Employment Dates: From Jan 2016 To June 2019 Total Years 3

Title Event Manager
Company Horizon Event Group
City/State Chicago, IL
Employment Dates: From Jan 2012 To Dec 2015 Total Years 3

RECORD OF CONTINUING EDUCATION (50 HOURS)

SESSION NUMBER	SESSION TITLE	SESSION LENGTH	DATE TAKEN
<i>EXAMPLE: 3031</i>	<i>Best Practices for Lead Capture</i>	<i>1.5 hours</i>	<i>4/24/24</i>
103	Setting Effective Objectives that PERFORM...	3	2/2016
112	Effective Methods for Measuring Awareness	3	2/2016
115	Mastering Measurement, Reporting and ROI	1.5	2/2016
205	Make Smarter Decisions to Maximize Your...	1.5	2/2016
207	40 Ways to Make the Last Day of the Show...	1.5	2/2016
301	Matching Message and Media-Presentation..	1.5	2/2016
315	How Does Your Exhibit Program Stack Up...	1.5	2/2016
323	Deliver What the C-Level Expects from Your..	1.5	2/2016
332	The 360-Degree Event Plan: From Portfolio...	1.5	2/2016
413	Managing Up-and Beyond	1.5	2/2016
626	Lose Your Fear of Heights!	1.5	2/2016
634	Exhibit Design and Marketing: Trends and...	1.5	2/2016
702	Better Communication Skills for Better...	1.5	2/2016
206	From Aisle to Exhibit: Attendee-Attraction...	1.5	3/2017
211	30-60-90 (Realize 30% Savings From Over...	1.5	3/2017
218	Don't Forget About the People To Maxi...	0.75	3/2017
220	AES: Low and No-Cost Ways to Improve...	1.5	3/2017
303	Get Ready! The Industry is Changing	1.5	3/2017
309	11 New Rules of Trade Show Marketing	1.5	3/2017
319	Optimize Trade Show Results by Aligning...	0.75	3/2017
403	Build a Better RFP	3	3/2017
605	Elevate the Experience: The Intersection of...	1.5	3/2017
614	Intel Corporation: How to Make Your Brand...	1.5	3/2017
616	Best Practices: Create New and Different...	1.5	3/2017
617	Six Ways to Change-Up Your Meetings	1.5	3/2017
252	Don't Forget Your Briefs: A Call for More...	1.5	2/2018
156	Escape the Tyranny of ROI and Measure...	1.5	2/2019
270	Try It! Trade Show Technology Tech Bar	1.5	2/2019
668	AI Technologies and the Future of Brand...	1.5	2/2019
671	A Peek at Tomorrow: The Future of Brand...	1.5	2/2019
678	Experience Design Meets Memory Design...	1.5	2/2019
679	Elevate Brand Storytelling with Immersive...	0.75	2/2019
TOTAL HOURS		50.25	

RECORD OF PROFESSIONAL CONTRIBUTIONS (60 Points)

Add additional rows as necessary in each section

CTSM Program Support

REFER INDUSTRY PROFESSIONALS TO CTSM PROGRAM (2 points per enrollee and enrollee must take at least 1 CTSM session)

NEW CANDIDATE NAME (LAST NAME, FIRST NAME)	DATE ENROLLED	POINTS
<i>EXAMPLE: Pinkman, Jesse</i>	<i>1/15/22</i>	<i>2</i>
Greene, Taylor	9/28/21	2
Mitchell, Jordan	6/5/22	2
Turner, Alexis	3/15/23	2
TOTAL POINTS		6

MENTOR NEW CTSM ENROLLEES (1 point for every 4 candidates mentored; max of 40 people/10 points)

CTSM CANDIDATE MENTORED (LAST NAME, FIRST NAME)	INITIAL CONTACT DATE	POINTS
<i>EXAMPLE: Green, Rachel</i>	<i>7/4/23</i>	<i>.25</i>
Scott, Benjamin	6/10/19	.25
Reed, Emily	9/14/18	.25
Carter, Ryan	3/21/17	.25
Harris, Olivia	11/3/16	.25
Collins, Matthew	7/8/15	.25
Price, Samantha	2/12/14	.25
TOTAL POINTS (max of 10 points)		1.5

SERVE AS PORTFOLIO ADVISOR TO CTSM ENROLLEE (5 points per advisee, minimum of 3 advisees required = 15 points)

CTSM PORTFOLIO ADVISEE (LAST NAME, FIRST NAME)	CTSM GRADUATION DATE	POINTS
<i>EXAMPLE: Gibbons, Peter</i>	<i>2/29/24</i>	<i>5</i>
Bennett, Sophia	5/22/22	5
Foster, Ethan	6/10/19	5
Richardson, Ava	5/25/18	5
Brooks, Liam	8/15/17	5
Thompson, Grace	4/7/16	5
TOTAL POINTS		25

SERVE ON CTSM COMMITTEE, TASK FORCE AND/OR ADVISORY COUNCIL (3 points per term or year)

GROUP NAME	TERM START DATE	TERM END DATE	POINTS
<i>EXAMPLE: CTSM Curriculum Review Committee</i>	6/21/23	8/4/23	3
Curriculum Review	2023	2023	3
Ethics Committee	2023	2023	3
TOTAL POINTS			6

TEACH VIRTUAL, CTSM REQUIRED OR ELECTIVE SESSION (2 points per webinar session)

SESSION NUMBER	SESSION TITLE	SESSION DATE	POINTS
<i>EXAMPLE: 2059</i>	<i>Partnering for Trade Show Triumph</i>	10/24/24	2
TOTAL POINTS			

TEACH IN-PERSON, CTSM REQUIRED OR ELECTIVE SESSION (5 points for 45 minute session; 6 points for 60 minute session and 7 points for 90-minute session per event)

SESSION NUMBER	SESSION TITLE	SESSION LENGTH	SESSION DATE	POINTS
<i>EXAMPLE: 2059</i>	<i>Partnering for Trade Show Triumph</i>	45 minutes	2/26/24	5
6063	Making Wow Relevant	90 minutes	4/23/23	7
6063	Making Wow Relevant	90 minutes	6/20/22	7
6001	Small Exhibit, Big Results	90 minutes	7/9/21	7
TOTAL POINTS				21

DRAFT CTSM REQUIRED SESSION EXAM QUESTIONS (3 points per session)

SESSION NUMBER	SESSION TITLE	SESSION DATE	POINTS
<i>EXAMPLE: 2072R</i>	<i>How to Train Your Booth Staff</i>	2/26/24	3
TOTAL POINTS			

ORGANIZE CTSM MEET & GREET IN PERSON OR ONLINE Attach Proof (3 points per meet & greet)

LOCATION	# OF ATTENDEES	EVENT DATE	POINTS
<i>EXAMPLE: Dallas, Texas</i>	7	11/1/23	3



DIAMOND APPLICATION

TOTAL POINTS			

SPEAK ABOUT CTSM PROGRAM IN PERSON OR ONLINE Attach Proof (3 points per event)

ORGANIZATION	EVENT/SESSION	LOCATION	EVENT DATE	POINTS
<i>EXAMPLE: Healthcare Convention & Exhibitors Association (HCEA)</i>	<i>Value of CTSM Program, HCEA Annual Meeting</i>	<i>Tampa, Florida</i>	<i>8/14/24</i>	<i>3</i>
TOTAL POINTS				

PUBLISH CTSM PROMO SOCIAL MEDIA POST OR ARTICLE Attach proof (1 point for social media post with max of 5 points and 3 points for article)

TOPIC/TITLE	PUBLICATION OR PLATFORM	TYPE (SOCIAL MEDIA POST OR ARTICLE)	PUBLICATION DATE	POINTS
<i>EXAMPLE: Benefits of CTSM Program</i>	<i>LinkedIn</i>	<i>Social Media</i>	<i>11-15-23</i>	<i>1</i>
TOTAL POINTS				

RECORD/PUBLISH SHORT CTSM PROMO VIDEO Attach Proof (1 point for social media video such as TikTok and max of 5 points)

TOPIC/TITLE	PLATFORM	PUBLICATION DATE	POINTS
<i>EXAMPLE: Interview with Recent CTSM Graduate</i>	<i>TikTok</i>	<i>11-15-23</i>	<i>1</i>
TOTAL POINTS			

RECORD/PUBLISH CTSM PROMO VIDEO - PRODUCTION QUALITY COMMERCIAL
Attach Proof (3 points per video)

TOPIC/TITLE	PLATFORM	PUBLICATION DATE	POINTS
<i>EXAMPLE: Supervisors Share Value of CTSM Program</i>	<i>Exhibitor Group Website</i>	<i>3-1-24</i>	<i>3</i>
TOTAL POINTS			

Exhibitor Group Event Support

SERVE ON EVENT TASK FORCE OR ADVISORY COUNCIL (3 points per term or year)

GROUP NAME	TERM START DATE	TERM END DATE	POINTS
<i>EXAMPLE: EXHIBITORLIVE 2025 Education Task Force</i>	<i>6/21/24</i>	<i>4/15/25</i>	<i>3</i>
Conference Advisory Board	5/2016	5/2016	3
TOTAL POINTS			

REVIEW/RATE SESSION PROPOSALS (3 points per event)

EVENT	TERM START DATE	TERM END DATE	POINTS
<i>EXAMPLE: EXHIBITORLIVE 2025</i>	<i>6/21/24</i>	<i>8/20/24</i>	<i>3</i>
TOTAL POINTS			

FACILITATE PEER2PEER ROUNDTABLE (1 point for every year)

ROUNDTABLE TOPIC	EVENT	DATE	POINTS
<i>EXAMPLE: Using Generative AI to Enhance Productivity</i>	<i>EXHIBITORLIVE 2024</i>	<i>2/26/24</i>	<i>1</i>
How Does CTSM Help My Career	EXHIBITORLIVE 2014	3/17/14	1
Planning Software For Use in The Industry	EXHIBITORLIVE 2015	3/1/15	1
How Does CTSM Help My Career	EXHIBITORLIVE 2015	3/2/15	1
TOTAL POINTS			3

SERVE AS AWARDS JUDGE (1 point for every event)

POSITION/ROLE	EVENT	DATE	POINTS
<i>EXAMPLE: Best of Show Judge</i>	<i>EXHIBITORLIVE 2024</i>	<i>2/28/24</i>	<i>1</i>
Best of Show Judge	EXHIBITORLIVE 2022	6/20/22	1
TOTAL POINTS			1

EVENT SUPPORT VOLUNTEER (1 point for every 2 hours)

POSITION/ROLE	EVENT	DATE	HOURS STAFFED	POINTS
<i>EXAMPLE: CTSM Desk Host</i>	<i>EXHIBITORLIVE 2024</i>	<i>2/28/24</i>	<i>2 hours</i>	<i>1</i>
CTSM Desk Host	EXHIBITORLIVE 18	2/25/18	2 hours	1
CTSM Desk Host	EXHIBITORLIVE 22	6/20/22	2 hours	1
TOTAL POINTS				2

SERVE AS IN-PERSON EXAM PROCTOR (2 point for every year)

EVENT	DATE	POINTS
<i>EXAMPLE: EXHIBITORLIVE 2024</i>	<i>2/28/24</i>	<i>2</i>
TOTAL POINTS		

Industry Contributions

SPEAK EVENT/TRADE SHOW INDUSTRY OR EVENT/TRADE SHOW MARKETING CAREERS IN PERSON OR ONLINE Attach proof (3 points per event)

ORGANIZATION	EVENT/SESSION	LOCATION	EVENT DATE	POINTS
<i>EXAMPLE: Regis Jesuit High School</i>	<i>Career Fair: Event and Trade Show Marketing Careers</i>	<i>Aurora, Colorado</i>	<i>4/1/22</i>	<i>3</i>
TOTAL POINTS				

PUBLISH EVENT/TRADE SHOW MARKETING RELATED SOCIAL MEDIA POST, ARTICLE OR BOOK Attach proof (1 point for social media post with max of 5 points, 3 points for article and 10 points for book)

TOPIC/TITLE	PUBLICATION OR PLATFORM	TYPE (SOCIAL MEDIA POST OR ARTICLE)	PUBLICATION DATE	POINTS
<i>EXAMPLE: Staff Training Primer</i>	<i>Exhibitor Magazine</i>	<i>Article</i>	<i>2/1/23</i>	<i>3</i>
Plan B Article	Exhibitor Magazine	Article	10/14/14	3
TOTAL POINTS				3



DIAMOND APPLICATION

CTSM DIAMOND APPLICATION FORM SUMMARY

ITEM	TOTAL HOURS (Minimum of 50)
Continuing Education	50.25

ITEM	POINTS
CTSM Program Support	59.5
Exhibitor Group Event Support	9
Industry Contributions	3
TOTAL POINTS (Minimum of 60):	71.5

By signing below, you are validating that the information above is accurate.

Name Megan Holloway

Signature *Megan Holloway*

Date 8/2/2024

CTSM OFFICE USE ONLY

CTSM SIGNATURES	DATE COMPLETED	APPROVAL