**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 EXHIBITOR*LIVE* Graduate Celebration, applications are due two months before the event.
3. CTSM candidates are responsible for tracking their points toward the Diamond level upgrade, submitting the necessary session affidavits and/or quizzes through the NIU platform to verify attendance, and providing proof of professional contributions.
4. Completed applications should be submitted via email to [ctsm@exhibitorgoup.com](mailto:ctsm@exhibitorgoup.com) along with:
   1. Digital professional headshot photo (further photo guidelines: [www.exhibitoronline.com/ctsm/PortfolioPhotoRequirements.pdf)](http://www.exhibitoronline.com/ctsm/PortfolioPhotoRequirements.pdf)
   2. Submit a $200 US Diamond Level upgrade fee online ([www.exhibitoronline.com/payment](http://www.exhibitoronline.com/payment))
5. The CTSM Team will review applications within 30 days of receipt.

**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 the graduate’s CTSM transcript.
* 60 Points from Professional Contributions

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| **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 advisee who completes portfolio and attains CTSM (minimum of 3 advisees required) |
| 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 per session per event |
| Draft CTSM Required Session Exam Questions as requested by CTSM Director | 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 |

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| **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 event |
| 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 |

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| **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 |

**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.

**Once a** [**$200 US upgrade fee has been paid online**](http://www.exhibitoronline.com/payment)**, email a completed application form, proof of professional contributions, and a digital professional headshot photo to** [**ctsm@exhibitorgroup.com**](mailto:ctsm@exhibitorgroup.com)**.**

Name Year of original CTSM certification

Address

City State/Province Zip/Postal

Country Mobile Phone

E-mail Address

Work 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

**RECORD OF** **CONTINUING EDUCATION (50 HOURS)**

|  |  |  |  |
| --- | --- | --- | --- |
| **SESSION NUMBER** | **SESSION TITLE** | **SESSION LENGTH** | **DATE TAKEN** |
| *EXAMPLE: 3031* | *Best Practices for Lead Capture* | *1.5 hours* | *4/24/24* |
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|  | TOTAL HOURS |  |  |

**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** |
| *EXAMPLE: Pinkman, Jesse* | | *1/15/22* | *2* |
|  | |  |  |
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|  | **TOTAL POINTS** | |  |

**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** |
| *EXAMPLE: Green, Rachel* | *7/4/23* | *.25* |
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| **TOTAL POINTS (max of 10 points)** | |  |

**SERVE AS PORTFOLIO ADVISOR TO CTSM ENROLLEE** (5 points per CTSM advisee who completes portfolio and attains CTSM - minimum of 3 advisees required)

|  |  |  |
| --- | --- | --- |
| **CTSM PORTFOLIO ADVISEE (LAST NAME, FIRST NAME)** | **CTSM GRADUATION DATE** | **POINTS** |
| *EXAMPLE: Gibbons, Peter* | *2/29/24* | *5* |
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| **TOTAL POINTS** | |  |

**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** |
| *EXAMPLE: CTSM Curriculum Review Committee* | *6/21/23* | *8/4/23* | *3* |
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| **TOTAL POINTS** | | |  |

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

|  |  |  |  |
| --- | --- | --- | --- |
| **SESSION NUMBER** | **SESSION TITLE** | **SESSION DATE** | **POINTS** |
| *EXAMPLE: 2059* | *Partnering for Trade Show Triumph* | *10/24/24* | *2* |
|  |  |  |  |
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|  | **TOTAL POINTS** | |  |

**TEACH IN-PERSON, CTSM REQUIRED OR ELECTIVE SESSION** (5 points per session per event)

|  |  |  |  |
| --- | --- | --- | --- |
| **SESSION NUMBER** | **SESSION TITLE** | **SESSION DATE** | **POINTS** |
| *EXAMPLE: 2059* | *Partnering for Trade Show Triumph* | *2/26/24* | *5* |
|  |  |  |  |
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|  | **TOTAL POINTS** | |  |

**DRAFT CTSM REQUIRED SESSION EXAM QUESTIONS** (as requested by CTSM Director, 3 points per session)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **SESSION NUMBER** |  | **SESSION TITLE** | **SESSION DATE** | **POINTS** |
| *EXAMPLE: 2072R* |  | *How to Train Your Booth Staff* | *2/26/24* | *3* |
|  |  |  |  |  |
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|  |  | **TOTAL POINTS** | |  |

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

|  |  |  |  |
| --- | --- | --- | --- |
| **LOCATION** | **# OF ATTENDEES** | **EVENT DATE** | **POINTS** |
| *EXAMPLE: Dallas, Texas* | *7* | *11/1/23* | *3* |
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|  | **TOTAL POINTS** | |  |

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

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **ORGANIZATION** | **EVENT/SESSION** | **LOCATION** | **EVENT DATE** | **POINTS** |
| *EXAMPLE: Healthcare Convention & Exhibitors Association (HCEA)* | *Value of CTSM Program, HCEA Annual Meeting* | *Tampa, Florida* | *8/14/24* | *3* |
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|  | **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** |
| *EXAMPLE: Benefits of CTSM Program* | *LinkedIn* | *Social Media* | *11-15-23* | *1* |
|  |  |  |  |  |
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|  | **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** |
| *EXAMPLE: Interview with Recent CTSM Graduate* | *TikTok* | *11-15-23* | *1* |
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|  | **TOTAL POINTS** | |  |

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

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

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| **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** |
| *EXAMPLE: EXHIBITORLIVE 2025 Education Task Force* | *6/21/24* | *4/15/25* | *3* |
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| **TOTAL POINTS** | | |  |

**REVIEW/RATE SESSION PROPOSALS** (3 points per event)

|  |  |  |  |
| --- | --- | --- | --- |
| **EVENT** | **TERM START DATE** | **TERM END DATE** | **POINTS** |
| *EXAMPLE: EXHIBITORLIVE 2025* | *6/21/24* | *8/20/24* | *3* |
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| **TOTAL POINTS** | | |  |

**FACILITATE PEER2PEER ROUNDTABLE** (1 point for every year)

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| --- | --- | --- | --- |
| **ROUNDTABLE TOPIC** | **EVENT** | **DATE** | **POINTS** |
| *EXAMPLE: Using Generative AI to Enhance Productivity* | *EXHIBITORLIVE 2024* | *2/26/24* | *1* |
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| **TOTAL POINTS** | | |  |

**SERVE AS AWARDS JUDGE** (1 point for every event)

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| --- | --- | --- | --- |
| **POSITION/ROLE** | **EVENT** | **DATE** | **POINTS** |
| *EXAMPLE: Best of Show Judge* | *EXHIBITORLIVE 2024* | *2/28/24* | *1* |
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| **TOTAL POINTS** | | |  |

**EVENT SUPPORT VOLUNTEER** (1 point for every 2 hours)

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| --- | --- | --- | --- | --- |
| **POSITION/ROLE** | **EVENT** | **DATE** | **HOURS STAFFED** | **POINTS** |
| *EXAMPLE: CTSM Desk Host* | *EXHIBITORLIVE 2024* | *2/28/24* | *2 hours* | *1* |
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|  | **TOTAL POINTS** | | |  |

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

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| --- | --- | --- |
| **EVENT** | **DATE** | **POINTS** |
| *EXAMPLE: EXHIBITORLIVE 2024* | 2/28/24 | *2* |
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| **TOTAL POINTS** | |  |

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| **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** |
| *EXAMPLE: Regis Jesuit High School* | *Career Fair: Event and Trade Show Marketing Careers* | *Aurora, Colorado* | *4/1/22* | *3* |
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|  | **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** |
| *EXAMPLE: Staff Training Primer* | *Exhibitor Magazine* | *Article* | *2/1/23* | *3* |
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|  | **TOTAL POINTS** | | |  |

**CTSM DIAMOND APPLICATION FORM SUMMARY**

|  |  |
| --- | --- |
| **ITEM** | **TOTAL HOURS (Minimum of 50)** |
| Continuing Education |  |

|  |  |
| --- | --- |
| **ITEM** | **POINTS** |
| CTSM Program Support |  |
| Exhibitor Group Event Support |  |
| Industry Contributions |  |
| **TOTAL POINTS (Minimum of 60):** |  |

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

Name Signature

Date

**CTSM OFFICE USE ONLY**

|  |  |  |
| --- | --- | --- |
| **CTSM SIGNATURES** | **DATE COMPLETED** | **APPROVAL** |
|  |  |  |
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