



## **Marc Goldberg, CME Partner and Founder**

Marc Goldberg, CME, is partner and founder for Marketech. In this role, he works closely with Marketech clients to identify and design appropriate trade show and convention planning, training and measurement initiatives that meet each client's specific needs and objectives. Through his efforts, clients gain important information, insights and actionable recommendations that drive performance improvement.

Prior to founding Marketech in 1985, Marc spent nearly 20 years as a marketing and management professional. His broad-based background, along with his expertise in exhibit-based marketing, gives him a unique perspective on the challenges that trade show professionals face today, and enables him to bring practical solutions to the clients he serves.

Marc is a known and respected expert in the trade show industry and has conducted seminars at Exhibitor Show, TS2, Exhibit Marketing Institute, and Event Measurement conference. In addition, he has written dozens of articles for industry trade press and is the author of a reference workbook for small exhibitors titled "*Small Doesn't Mean Second Rate.*"

Marc earned his Bachelor of Science degree in marketing from American University. In addition, he received his Certified Manager of Exhibits (CME) certification from Trade Show Exhibitors Association (TSEA), and has served the organization as a member of the marketing committee as well as chair of the education committee. Marc is also an active member of the International Association of Exhibits and Events (IAEE) and the Health Care Exhibitors Association (HCEA), and was a member of HCEA's education committee last year.