

Marc L. Goldberg, CME, Certified Mentor SCORE

During the past four decades, he has worked in all facets of marketing, manufacturing and General Management. The company he founded in 1985, Marketech360, specialized in exhibitor staff training and measuring results at trade shows and events. For the past 11 years Marc has been a Certified Mentor for SCORE. SCORE mentors new business start-ups, businesses wanting to grow and nonprofit strategic planning & board development.

He is the author of **Small Doesn't Mean Second Rate** – a reference workbook for the under 400 square foot exhibitor, **Exhibiting in Mexico** and developed the first software for measuring exhibit performance – **Measurement Made Easy V4** and published **Strategic Trade Show Success** in 2018. He created the Tips from SCORE for the Cape Cod Times that has been transformed into two e-books with over 500 entries.

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Combining his skills developed through marketing and management positions with his concepts in tradeshow marketing, it is plain to see why he one of the most highly rated trainers at conferences nationally and internationally. Marc founded Marketech in 1985. Its focus remains in three areas: exhibitor and event staff training, strategic exhibit market planning and auditing & measuring performance.

A graduate of American University, he started his first trade show selling experience with his first post college position with National Student Marketing Corporation. Through his administrative and marketing positions at Westinghouse and general management experience gained as President, Morgan Pump, a unit of AMCA International and Flo-Bend, Inc., he brings hands-on management experience to his training programs. For two and a half years, Marc was VP Sales and Marketing for Admore, a full service designer and builder of custom trade show exhibits, which adds the creative dimension to his seminars and programs.

He is a frequent speaker for Trade Show Exhibitors Association programs, such as TSEA's TS<sup>2</sup>, Strategic Exhibit Marketing, Masters Retreat and has been an adjunct professor at the Drexel University Exhibit Management program. He created and facilitates the Exhibit Marketing Institute – an intensive 3 ½ day program for novice exhibit professionals. He is a member of the Exhibitor Show Faculty where he conducts Who's Afraid of ROI, The Budgeting Adventure, Stop Hacking – Reduce Your Trade Show Budgets Rationally, Conducting the Preshow Meeting, 10 Ingredients for Small Exhibitors, 12 Ways to Help Staffers Succeed, What Comes First, The Chicken, The Egg or the Exhibit Plan. He also conducts personal development programs – Time Poverty – Managing Your Time and Yourself and Communicating So Others Understand You. Marc's programs span the range from keynotes to basic workshops for novice sales, marketing and technical personnel. He speaks at sales conferences to increase the awareness of exhibit selling strategies and techniques.

His approach to the exhibit medium has assisted hundreds of organizations maximize their profit potential through exhibit marketing. Marc has captured some of these concepts and practices in the **Exhibit Manager's Companion** series of exhibitor education materials. Marc has published dozens of articles in periodicals such as: Exhibitor, Tradeshow Week, EXPO, Exhibitor Times, Small Business Reports, Exhibit Marketing, Creative Exhibiting Techniques and Trade Show and Exhibit Manager. Marc is the author of **Small Doesn't Mean Second Rate**, a reference workbook for the under 400 square feet exhibitor. In 1994, Marc and Mim Goldberg published **Exhibiting in Mexico** and offered the first Spanish language training materials for the Basics of Booth Selling.

In 2004, he created a distance-training program **You Can't Just Show Up!** It is a customized program that is delivered on CD or via the client's intranet. The program is comprised of 6 modules and a final quiz that can be tracked for compliance.

Marc and Mim created the first measurement conference – **Event Measurement Conference** in 2005 and have conducted it twice per year in cities in the US and abroad.

Marketech's products – **Trade Show and Event Calculator** and self-paced training intranet based program **You Can Make a Difference** were given the Buyers' Choice Award by the Exhibitor Show in 2005 and 2007.

In 1998, Marc was awarded TSEA's President's Award for commitment and contribution to the industry and attained the Certified Manager of Exhibits (CME) in 1999.

Upon retirement, Marc volunteered to be a Certified Mentor for SCORE Cape Cod & the Islands. He has been Chair, Co-Chair and Outreach Marketing Chair over the past 11 years. He contributed a column to the Cape Cod Times weekly, Cape & Plymouth Media monthly and LC3 monthly for the 15 Chambers of Commerce membership newsletters. His Tips from SCORE has been compiled into 2 e-books and a softbound publication.