



## **Education Session I: The Future & Evolution of Sponsorships and Exhibiting: Creating Value Through Experience and Engagement**

**Belinda Harvey**  
**Event Director**  
**Tradeshow Logic**

Belinda Harvey, CMP, CEM, is an Event Director at Tradeshow Logic with nearly two decades of experience creating events that connect people and drive business forward. Having worked as both an association planner and a corporate exhibits planner, she understands the unique goals and challenges of associations, exhibitors, and attendees. Today, she helps associations produce tradeshow and sponsorships that deliver real value. A connector at heart, Belinda also serves on the PCMA Greater Philadelphia board as the Membership Director and mentors emerging event professionals. Outside of work, you'll find her hiking, kayaking, or reading a book. Connect with Belinda on LinkedIn: <https://www.linkedin.com/in/bkeota/>.

**Christopher Price**  
**Chief Strategy Officer**  
**Tradeshow Logic**

Chris Price is the Chief Strategy Officer at Tradeshow Logic, where he leads a team of event strategists focused on uncovering and delivering the "why participate" for both attendees, exhibitors and sponsors. Known for growing events even in mature or declining industries, Chris brings a modern, results-driven approach to show strategy that consistently delivers.

He specializes in aligning attendee and exhibitor value, creating targeted content and experiences, and building retention and reactivation campaigns that keep audiences engaged year over year. Chris also drives exhibitor ROI through pre-show promotion and onsite engagement tools, applies experience-first design to create memorable events, and uses live data to adjust strategies in real time. His integrated marketing campaigns amplify reach and drive measurable results.

Before joining Tradeshow Logic in 2015, Chris served as Vice President at GASC/NPES, where he expanded Graph Expo and PRINT through co-location strategies, segment marketing, and strategic alliances. With over 30 years of industry experience and leadership roles at the DMG World Media and Printing Association of Florida, Chris was recognized with Trade Show Executive's 2014 Marketing Genius and Master of Co-Location Grand Awards. His work continues to shape the future of event growth in a fast-paced, competitive landscape.

**Tom Himmer**  
**Vice President of Exhibitor Success**  
**GES**

Tom has spent over 25 years in management, customer development and consulting delivery. He has advised Global Fortune 1000 executive teams on operations strategy, key results alignment, and culture design and served as a keynote speaker and executive facilitator in manufacturing, hospitality, food service, and private equity industries. Tom started his career as a CPA at Deloitte and is a graduate of Penn State University.

**Sarina Lane**  
**Senior Manager Business Development & Sales**  
**ISPOR—The Professional Society for Health Economics and Outcomes Research**

Sarina Lane is the Senior Manager of Business Development and Sales at ISPOR – The Professional Society for Health Economics and Outcomes Research. In her role, she leads strategic sales initiatives and develops global partnerships that expand ISPOR's reach and impact across the healthcare ecosystem. With expertise in building high-value partnerships, driving revenue growth, and creating engagement opportunities for diverse stakeholders, Sarina brings a results-driven and collaborative approach to advancing ISPOR's mission.