Diamond Certification requires 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 are due to CTSM by a specific cut-off date for recognition at the Graduate Celebration, but they may be submitted any time throughout the year.
3. Applications should be submitted via email to ctsm@exhibitorgoup.com
4. Diamond Level Certification Fee of $200 must be paid online www.exhibitoronline.com/payment
5. Email a digital professional head shot photo ctsm@exhibitorgroup.com when you send your application and payment. Follow the guidelines listed at: www.exhibitoronline.com/ctsm/PortfolioPhotoRequirements.pdf

REQUIREMENTS & GUIDELINES

After completing the Gold Upgrade, graduates can continue their education with Diamond Level Certification. 75 Points are required for certification.

- ❖ 15 Continuing Education Points
    - o Must be earned after receiving Gold Certification
- ❖ 60 Professional Contribution Points
    - o Must have been earned over the past 5 years

Continuing Education (15 Points or 22.5 hours of sessions)
- ❖ 1 point for every 90 minutes of class. Must complete quizzes or affidavits to verify attendance.
- ❖ 9 hours of Elective Sessions of your choice – any session of choice from EXHIBITOR Learning Events
- ❖ 13.5 hours of Elective Sessions from Advanced Learning, Author, Workshop or Profiles in Excellence Case Study Series

Professional Contribution (60 Points)
- ❖ Serving as a CTSM Portfolio Advisor - minimum of 5 advisees certified is required (5 points/advisee certified)
- ❖ Mentoring new CTSM candidates - welcoming new program enrollees and making yourself available to them to answer questions as they begin the program (1 point/4 candidates mentored – maximum of 10 points mentoring)

- ❖ Staffing CTSM booth or onsite office at EXHIBITORLIVE or assisting at a FastTrak (1 point/4 hours)
- ❖ Organizing a local/regional CTSM Connection Networking Meeting (5 points/meeting)
- ❖ Organizing a CTSM Meet & Greet in your area – no meeting agenda, just informal networking, or hosting one online (2 point/meet & greet)
- ❖ Hosting an online Discover CTSM Roundtable to introduce non-CTSMers to the CTSM program (2 points)
- ❖ Serving on EXHIBITOR conference, magazine or exhibits advisory boards or on any association exhibits advisory boards (5 points/year)
- ❖ Speaking at EXHIBITOR conferences – must score at least conference average on your evaluations (7 points/90 minute session, 6 points/60 minute session, 5 points/45 minutes session)
- ❖ Moderating a Peer2Peer roundtable discussion at EXHIBITOR learning events (½ point per time)
- ❖ Speaking about the CTSM program and/or exhibit marketing at colleges/conferences, Chambers of Commerce, industry association meetings, exhibit houses, other places of business (3 points/opportunity)
- ❖ Submit a video to EXHIBITOR, sharing how CTSM has benefitted you (2 points)
- ❖ Published articles – on trade show/event marketing management in recognized industry publications (3 points/article)
- ❖ Shorter published articles on LinkedIn or other social media (1 point/article)
- ❖ Published book – on trade show and/or event marketing (10 points)
- ❖ Serving on the CTSM Curriculum Review Committee (5 points/year served)
- ❖ Serving on the CTSM Code of Ethics Committee (5 points/year served)
- ❖ Serving as an All-Star, Design, New Product or Sizzle Award judge (1 point each)
- ❖ EXHIBITOR Sizzle Award or All-Star Award Recipient (2 points)
- ❖ CTSM candidate referrals (1 point/each candidate enrolled in the program)
- ❖ Other – please explain and request approval

UPGRADE APPLICATION

THE CERTIFIED TRADE SHOW MARKETER (CTSM) Board has approved use of this application form to establish eligibility for Gold Level CTSM Graduates to receive the Diamond Level Certification. This form is due to the CTSM office at least two months prior to the upcoming EXHIBITOR*LIVE* conference where the applicant desires to receive this recognition. Applicants should keep a copy of their completed forms for reference.

You must complete this certification Diamond Level upgrade form in its entirety and sign the last page to be eligible for consideration.

Name _____ Year of original CTSM certification _____
Address _____
City _____ State/Province _____ Zip/Postal _____
Country _____ Telephone _____
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 (15 points)

SESSION NUMBER	SESSION TITLE	CREDIT	DATE TAKEN
EXAMPLE: 3031	*Best Practices for Lead Capture*	*.75*	*4/24/2023*
		TOTAL:	

- *1 point for every 90 minutes of class*
- *9 hours of Elective Sessions of your choice – any session of choice from EXHIBITOR Learning Events*
- *13.5 hours of Elective sessions from Advanced Learning, Author, Workshop or Profiles in Excellence Case Study Series*

RECORD OF PROFESSIONAL CONTRIBUTIONS (60 Points)

PORTFOLIO ADVISOR (5 points per Advisee – Minimum 5 advisees for 25 points)

CTSM ADVISEE	DATE CERTIFIED
TOTAL POINTS:	

PROGRAM MENTOR (1 point for every 4 candidates mentored; maximum of 10 points)

CTSM CANDIDATE MENTORED	INITIAL CONTACT DATE
TOTAL POINTS:	

RECORD OF PROFESSIONAL CONTRIBUTIONS CONT. (60 Points)

CTSM EXHIBIT OR OFFICE STAFFING (1 point for every 4 hours staffed

LEARNING EVENT	DATES	HOURS STAFFED
	TOTAL POINTS:	

LEADERSHIP ROLES – MEETINGS

- **Organizing a Local/Regional CTSM Networking Meeting** (5 points per meeting)
- **Organizing Local/Regional CTSM Meet & Greet Networking Event** (in person or online – 2 points per meet & greet)

DATE	LOCATION	DISCUSS TOPICS	# OF ATTENDEES
		TOTAL POINTS:	

LEADERSHIP ROLES – ROUNDTABLE FOR NON-CTSMers (2 points per connection)

DATE	LOCATION (In person or online)	# OF ATTENDEES
	TOTAL POINTS:	

LEADERSHIP ROLES – SERVING ON BOARD (5 points per year)

YEAR SERVED	BOARD
TOTAL POINTS:	

RECORD OF PROFESSIONAL CONTRIBUTIONS CONT. (60 Points)

SPEAKING ROLES - TEACHING (7 points/90 minutes; 5 points/45minutes)

SESSION NUMBER	SESSION TITLE	DATE TAUGHT
	TOTAL POINTS:	

SPEAKING ROLES - MODERATING PEER2PEER (1/2 Point per discussion)

PEER2PEER	TOPIC MODERATED	DATE
	TOTAL POINTS:	

SPEAKING ROLES – CTSM/EXHIBIT MARKETING (3 Points per opportunity)

ORGANIZATION	TITLE OF PROGRAM	DATE	LOCATION
		TOTAL POINTS:	

SPEAKING ROLES – VIDEO OF CTSM BENEFITS (2 Points per opportunity)

ORGANIZATION	TITLE OF PROGRAM	DATE	LOCATION
		TOTAL POINTS:	

RECORD OF PROFESSIONAL CONTRIBUTIONS CONT. (60 Points)

AUTHORING PUBLISHED ARTICLES OR PUBLISHED BOOKS (3 Points per article; 1 point for smaller articles on LinkedIn; 10 points per book)

TITLE OF ARTICLE	PUBLICATION	TYPE (ARTICLE, BOOK, ETC.)	DATE OF PUBLICATION
		TOTAL POINTS:	

SERVING ON COMMITTEE – CURRICULUM REVIEW OR CODE OF ETHICS (5 points per year)

COMMITTEE	YEAR
TOTAL POINTS:	

SERVING AS A JUDGE (1 points each)

AWARD TYPE	DATE
TOTAL POINTS:	

EXHIBITOR SIZZLE OR ALL-STAR AWARD RECIPIENT (2 points each)

AWARD TYPE	DATE RECEIVED
TOTAL POINTS:	

CTSM CANDIDATE REFERRALS (1 point each candidate enrolled in program)

NEW CANDIDATES NAME	DATE ENROLLED
TOTAL POINTS:	

CTSM DIAMOND APPLICATION FORM SUMMARY

SUMMARY OF POINTS	TOTAL POINTS FROM EACH CATEGORY
Continuing Education	
CTSM Advisor	
Program Mentor	
Staffing	
CTSM Connection Meetings	
CTSM Roundtable	
Board Member	
Teaching at Learning Events	
Moderating Roundtables	
Speaking about CTSM	
CTSM Video	
Published Articles or Books	
Committees	
Judge	
Recipient of an EXHIBITOR Award	
CTSM Candidate Referral	
TOTAL POINTS:	

SUMMARY	DATE COMPLETED
Continuing Education (Minimum of 15)	
Professional Contribution (Minimum of 60)	

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

Name _____   Signature _____

Date _____

- -

CTSM OFFICE USE ONLY

CTSM SIGNATURES	DATE COMPLETED	APPROVAL