

# Dakota County Technical College

## SMGT 1175: Sponsorship and Trade Show Management

### A. COURSE DESCRIPTION

Credits: 3

Lecture Hours/Week: 3

Lab Hours/Week: \*.\*

OJT Hours/Week: \*.\*

Prerequisites: None

Corequisites: None

MnTC Goals: None

Students new to sponsorship and trade show management will find this course the missing link to jumpstarting their career. Experienced development and event professionals who want to brush up on their skills and bridge their revenue-generating capabilities to the next level will find this course essential. The value of sponsors and exhibitors to the event and to its attendees is a key element of success as well as the bottom line. Integration of sponsors and exhibitors within the event program requires careful crafting with all stakeholder groups in mind. Students explore the symbiotic relationship between the sponsors and exhibitors as well as the relationship between the host organization and event attendees. Through the extensive case studies, students will determine how management of these two revenue-generating initiatives can add ROI to the sponsoring organization as well as increase attendees to the event itself.

**B. COURSE EFFECTIVE DATES:** 05/21/2014 - Present

### C. OUTLINE OF MAJOR CONTENT AREAS

### D. LEARNING OUTCOMES (General)

1. assign value to sponsorships and the trade show floor
2. combine sponsors and exhibitors with event image to gain market position
3. create sponsorship and exhibition packages
4. explore management of essential trade show components such as floor plan layout, vendor selection, and logistics of exhibitors as well as attendees
5. market to and target prospective sponsors and exhibitors
6. retain sponsors and exhibitors

### E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

### F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus

### G. SPECIAL INFORMATION

None noted