

UNIVERSITY OF NORTH TEXAS
COLLEGE OF MERCHANDISING, HOSPITALITY & TOURISM
Fall 2026

**EDEM 2510.001 Exhibition and Convention
Management**

CLASS MEETING:

Course: EDEM 2510

Section: 002

Day: Tuesday and Thursday – Attendance is Required

Time: 9:35– 10:55 am.

Location: GAB Room 112

INSTRUCTOR CONTACT INFORMATION:

Instructor: M.T. Hickman

Office Location: Chilton Hall, 359 F

Email: M.T.Hickman@unt.edu

Phone: 940-565-4518

Office Hours: Denton Tuesday 2:30 – 4:00 pm. (and by appointment)

Office hours are dedicated times for students to meet with the professor.

Required Texts and Materials

For this course, you are not required to purchase a traditional textbook.

Each week, your instructor will provide you with the power points and notes weekly after the lecture.

Other materials may be distributed during class, including articles, essays, or additional information from guest speakers. Information from these materials may appear on examinations and quizzes.

UNT Event Library Guide Intro - [Meeting and Event Planning - Guides at University of North Texas \(unt.edu\)](#) This guide was created for UNT Event and Experiential Design students. Students should download the link and bookmark it as a reference.

Students planning a career in exhibitions should consider purchasing *The Art of The Show, The Art of the Show: An Introduction to the Study of Exhibition Management*, 6th Edition. International Association of Exhibitions and Events (IAEE), 2024. ISBN: 978-0-9895833-0-5. This textbook serves as the body of knowledge for IAEE's Certified in Exhibition Management (CEM) professional certification program.

Vision of the Hospitality & Tourism Management Program

To be a global leader in advancing education, creating knowledge, and shaping the hospitality and tourism professionals of the future.

Mission of the Hospitality & Tourism Management Program

Educating students for leadership in the global hospitality and tourism industries and advancing the profession through excellence in teaching, research, and service.

Course Description

Introduces the exhibitions and conventions industry. Contents include the exhibitions and conventions industry overview, marketing plans, sponsorship, financial management, stakeholder assessment, event venues, event technologies, food and beverage services, event operation, risk management, and event sustainability.

Prerequisite(s): EDEM 1600.

HTM Program Learning Outcomes

PLO1: Students will develop appropriate strategies for reaching their career goals in the global hospitality and tourism fields.

PLO2: Students will develop analytical and quantitative skills enhanced by information technology to support smart business decisions in the Hospitality and Tourism Industry.

PLO3: Students will integrate hospitality and tourism business principles and current trends to lead in diverse, collaborative, and global environments.

PLO4: Students will apply innovative and imaginative methods to Hospitality and Tourism businesses utilizing ethical and sustainable practices.

PLO5: Students will demonstrate effective and efficient communication skills in all settings.

Learning Objectives/Course Objectives:

1. Identify the purpose of trade shows and expositions and their application in the marketplace. (PLO1)
2. Calculate income and expenses related to the success of a trade show (PLO2)
3. Discuss the role of marketing (attendee acquisition) and sales in exhibition management. (PLO3)
4. Construct a timeline to illustrate the step-by-step process of launching a trade show(PLO3)
5. Determine critical elements of a functional show floor plan. (PLO2)
6. Identify the different types of exhibition service contractors and available services. (PLO4)
7. Describe types of crises and best practices on how to respond to them. (PLO5)

Course objectives will be measured through discussion, tests, and individual and group student assignments.

Methods of Instruction

This course will utilize several methods to maximize students' learning potential, including class lectures, readings, projects, and observations.

Participation (20 points per week 1-16)	300
Class mini projects (6 x 50)	300
Trade Show Concept Presentation	100
Test (4 x 75)	300
TOTAL	1,000

Students may monitor individual progress on Canvas. Notify the instructor of any discrepancies in grades within one week of posting.

Class workshops

Most weeks, the course will include workshops. This is when the instructor will work with the students on class projects. Workshops are for a deep dive into the weekly lecture and may consist of guest speakers who will give a short presentation (30 – 45 minutes) on a particular topic.

The workshops are not designed for students to complete the entire assignment but will enable them to get started and for the instructor to provide immediate feedback.

Assessments/Tests/Exam

Four (4) assessments/tests are included in the course.

All assessments are timed and are in Canvas. Timing will vary based on the number of questions. This information is posted on the assessment instructions.

Students have two attempts per test and cannot retake the test after the due date.

Important

Late Submission Policy

The due dates for all assignments are listed in the syllabus and are designed to flow with the course content. Assignments are due on the specified date. Students will have class time to start (not finish) the assignments and to work with the professor to answer any questions. Students are expected to complete the work and meet the deadline posted.

If the student has an emergency and cannot submit the assignment on time, the student may have up to one week after the deadline to submit the work. The emergency must be communicated in writing to the instructor via email before the due date. All late work will receive a 20% deduction from the total possible points for the first week late. No credit will be awarded for work later than one week.

Exceptions: Students who face significant challenges are encouraged to discuss these with the instructor for possible individual arrangements.

Test and exam Information

The format of the test, including the number of questions, will be discussed closer to the test; however, students should expect multiple choice, True and False, and matching. Exam questions will come from tests, any other materials assigned, and lectures.

Once started, this test must be completed in one sitting and in the classroom.

Complete the exam online by accessing Canvas. After the deadline, the test and exam will be timed and grades made available to students. If you lose Internet connectivity during the test, log back in immediately and continue on with the exam. Save your answers often (every 5-10 minutes). If you experience any issues while taking the exam, you must contact the UNT Help desk immediately so that your issue is documented with a help desk ticket number. Considerations regarding exam issues will be made by the instructor on an individual basis based on the documentation.

Remember that once you start the exam online, you cannot close it out and go back in later to finish it. You must complete it in one sitting once you have started the exam.

Avoid using a wireless connection for exams unless they are certain of its reliability. Take their exams using a supported web browser on a computer or laptop rather than using an iPad. If using an iPad, we recommend the Chrome browser.

Contact the UIT Helpdesk at 940-565-2324 for assistance should they encounter technical problems affecting their ability to access or complete a test. The UIT Helpdesk is open the following hours:

- * Monday-Thursday am-midnight

- * Friday 8 am-8 pm

- * Saturday, 9 am-5 pm

- * Sunday 8 am-midnight

If the UIT Helpdesk cannot resolve the problem, it will document it and provide the student with a ticket number. Once the student contacts you with that ticket number, you can get either the UIT Helpdesk or CLEAR Faculty Helpdesk for additional information. We hope these tips are helpful to you. If you have any questions, please contact CLEAR Helpdesk at 940-369-7394.

Class Mini Projects

Students will demonstrate the application of course material by creating documents related to a consumer trade show. The project has six sections each worth 50 points for a total of 300 points. **Details on this assignment are at the end of the syllabus.**

Trade Show Concept Presentation

Student teams will present trade show concept to members of the IAEE D/FW Chapter **Details on this assignment are at the end of the syllabus.**

Attendance and Participation

Participation is more than attending the class. To earn full credit, students must physically participate in the class and actively engage in discussions and activities.

Students begin the semester with 300 points, 20 per week /10 points per class. Points will be deducted for the following reasons:

- 1) Late to class by more than 5 minutes. I start class on time, and if you are late, you must get notes from a classmate.
- 2) If students miss a class without sending the Professor an email. Things happen, and I get it, but it is important that you communicate with the instructor before the absence to get an excuse for absence.
 - 1st excused absence -0 points deduction
 - 2nd - 3rd excused absence – 5 points deduction
- 3) Not participating in class. Focus on your computer or phone instead of the lecture.
- 4) Unprofessional behavior to guest speakers, site visits, and off-campus activities. This includes focusing on your phone, laptop or classmate conversations during the presentations.
- 5) For full participation in off-campus activities, students must arrive 5 minutes before the start time.

Revisions

The instructor reserves the right to revise this syllabus, assignments and list of requirements when, in her judgment, such revision will benefit the advancement of the course goals and objectives. This information will be shared with students at least one day in advance of the assignment start date.

Grading

A few words about grades: Grades are not negotiated; they are earned according to the requirements of this class, as noted in this syllabus. Contacting me close to the end of the semester or after finals with requests for extra credit, additional assignments, and the like to boost grades will not be approved. I reserve the right to round up a student's final grade if the student has been diligent in attending class and has not missed quizzes or in-class assignments. If you have concerns about your grade for any reason, you

MUST contact me well before the end of the semester.

Academic Dishonesty:

There is no reason to cheat in this class or any other class. I will provide you with everything you need to be successful. So, we are clear: examples of academic dishonesty include using someone else's work as your own, sharing, consulting, or posting exam, tests, or discussion answers or questions on web-based help sites, and/or sharing questions or answers with other students. Doing any of these activities is grounds for earning an F in this class. In addition, students who do so will be referred to student affairs, where it is possible your academic file will be notated.

AI and this course

Artificial Intelligence is used in the events industry. It can be a powerful tool when used correctly. Students who use this AI for assignments must cite the source and customize the document so that I can tell that it is your work and not 100% AI.

Extra Credit

Students may earn up to 20 extra credit points in this class. Points are awarded based on the following:

1. Attend an instructor approved industry or college event like the CMHT Career Fair on September 22 or the Dallas Bridal Show on August 30 or October 25 and write a one-page reflection to present to the class. (10 points each).
2. Join Donuts and Dish – IAEE D/FW Chapter monthly online meet-up. Take a screen shot for your participation (5 points each.)
3. Join the Event Leadership Collective powered by PCMA Student Club, attend at least two meetings, and write a one-page reflection to present to the class. (10 points).

All extra credit MUST be submitted no later than 11:59 pm Sunday, December 1, 2026

Teaching Philosophy

My teaching philosophy is simple: "Students come first. I want you to succeed.

My teaching philosophy centers around the belief that learning should be an enjoyable experience. To do this, I create an inclusive and collaborative classroom environment where every student's voice is valued and respected. I believe that learning is two-way and that I gain as much knowledge as I give.

Success starts with students taking ownership of their learning journey and actively participating in class discussions, group activities, and hands-on experiences. Ask questions, seek clarification, and be open to new ideas and perspectives. Complete all the course assignments. I encourage students to approach their education with enthusiasm, curiosity, and a growth mindset. Success is not measured solely by grades or accolades but by a student's personal and professional growth.

Students come first is my teaching philosophy, and I am committed to providing the knowledge, skills, and support needed to thrive in the meetings and events industry. I am here to guide, mentor, and inspire students along their educational journey.

Your success is very important to me; if I cannot help, please check out <https://success.unt.edu/>

Classroom rules and COURSE ETIQUETTE:

- Take full advantage of the class you are paying for it
 - Respect everyone's opinion.
 - Instructional methods may include, but are not limited to, lectures, videos, PowerPoint presentations, group discussions, projects (individual and/or group), discussion boards, guest speakers, and others. You are expected to participate in all class activities and discussions.
 - Electronic Technology – **Cell phones must be turned on silent.**
 - Exams and quizzes may include objective and subjective questions. Examples of objective items include multiple choice, true/false, fill-in-the-blank, and problems. Examples of subjective questions include short answers, essays, and case study analysis.
5. Any class information or schedule changes will be expressed at the beginning of class, and all major changes will be posted on Canvas.

Communication Parameters

The best way to reach me is via UNT email. I check messages throughout the day and frequently until 10 pm. Other methods include the Canvas messaging tool and my office phone.

Please be aware that I cannot respond to "last minute" requests for assignment clarification, and you may encounter unforeseen problems with your Internet provider, software, or hardware. You must allow sufficient time to deal with these problems to make online submissions, if any, by the deadline.

When you are communicating online in this or any other class, you must remember two things:

1. The person you are communicating with deserves to be treated with respect and consideration
2. Your message is preserved for all time in the class record

With this in mind, I expect that your communications to me and others will be in the proper format, including a greeting and a signature, and will use correct spelling and grammar. Please do not start the email with "Hey." The appropriate greeting is "Hello" or "Hi."

Assignments

Always keep one copy of assignments/projects for your records. Assignments and projects will not be accepted late. All assignments should be submitted online via Canvas and are due as indicated in this syllabus and on Canvas. Please note that if the course gets off schedule at the professor's discretion, due dates may be pushed back.

Submissions

Guidelines for all projects and assignments must be followed to receive full credit.

All assignments should:

1. Use templates (Excel, Word, or PowerPoint) that the instructor provides
2. All documents must be typed using Ariel, Calibri or Apos and submitted in Word, Excell, PowerPoint, Pdf or Canva. **Documents that the instructor cannot open will earn zero points.**
3. Submitted electronically via Canvas.
4. Free from grammatical and spelling errors—proofread and use Spelling & Grammar check to avoid point reductions; and
5. Center at the top of the first page of the assignment

Your First & Last Name

Assignment Title

EDEM 2510 501 Fall 2026

Fall 2026 Course Schedule

Week	Date	Topic	Activity	Points
1	8/18(Tues)	Introduction and Syllabus Review	Class Participation	10
1	8/20 (Thurs)	History of exhibitions	Class Participation	10
2	8/25 (Tues)	Types of Trade Shows and Purpose The Business of Trade Show and Career	Class Participation	10
2	8/27 (Thurs)	<i>Show your Show – Industry Mentor presentations</i>	Class Participation	10
3	9/1 (Tues)	Discuss course project CP Section 1 Show Description	Class Participation	10
3	9/3 (Thurs)	General Service Contractor	Class Participation	10
4	9/8 (Tues)	RFP and Venue Selection Workshop on Team Pitches	Class Participation	10
4	9/10(Thurs)	Class Project – Team Micro Pitches Student to pitch two shows to industry members	Participation	10
4	9/11 (Fri)	8:30 – 9:15 a.m. Optional Donuts and Dish	Online	+5
4	9/13 (Sun)	Quiz 1	Quiz	75
5	9/15(Tues)	Workshop on CP Section 1 Show Description	Class Participation	10
5	9/16(Wed)	CP Section 1 Show Description	Report	50
5	9/17 (Thurs)	<i>GSC Field Trip or Alternative project</i>	Class Participation	10

6	9/22 (Tues)	Trade Show Financials	Class Participation	10
	9/22 (Tues)	CMHT Career Fair	Extra Credit	+10
6	9/24 (Thurs)	Workshop on CP Section 2 Cash Flow Statement	Class Participation	10
7	9/29 (Tues)	CP Section 3 Sponsors Part1	Class Participation	10
7	9/30 (Wed)	CP Section 2 Cash Flow Statement	Report	50
7	10/1(Thurs)	CP Section 3 Sponsors Partnerships Part2	Participation	10
8	10/6 (Tues)	Workshop on Sponsor Partnerships	Class Participation	10
	10/21 (Wed)	Section3 Sponsorships	Report	50
8	10/8 (Thurs)	Exhibitor Success (Best Practices in Exhibiting.) And Katherine Stimpson, CSEP, Project Management Video	Class Participation	10
8	10/9 (Fri)	9:00 – 9:45 a.m. Optional Donuts and Dish	Online	+5
9	10/13 (Tues)	Project workshop with industry mentors	Class Participation	10
9	10/15 (Thurs)	Project workshop with industry mentors	Class Participation	10
	10/18 (Sun)	Quiz 2	Quiz	75
10	10/20 (Tues)	Working with Convention Centers	Class Participation	10
10				
10	10/22 (Thurs)	Section 4 Project Show Floor Plan SmartDraw	Class Participation	10
11	10/27(Tues)	Section 4 Project Show Floor Plan – Workshop	Class Participation	10
11	10/29 (Thurs)	Rich Stone -Guest Lecture	Class Participation	10
12	11/3 (Tues)	Ryan Lovell Guest Speaker Risk Management	Class Participation	10
12	11/4 (Wed)	Section 4 Project Show Floor Plan	Report	50
12	11/5 (Thurs)	Section 5 Create Show Prospectus	Class Participation	10

12	11/9(Sun)	Quiz 3	Quiz	75
13	11/10 (Tues)	Workshop on CP Section 5 Show Prospectus	Class Participation	10
13	11/11 (Wed)	Section 5 Show Prospectus Due	Report	50
13	11/12 (Thurs)	Final Project Presentation Discussion and Attendee Acquisition	Class Participation	10
13	11/13 (Fri)	9:00 – 9:45 a.m. Optional Donuts and Dish	Online	+5
14	11/17 (Tues)	Cont. Attendee Acquisition	Class Participation	10
14 IAEE	11/20 (Thurs)	Workshop on Attendee Acquisition	Class Participation	10
14	11/21 (Fri)	Section6 Attendee Acquisition	Report	50
15	11/24 (Tues)	Thanksgiving Holiday – No Class	No Class	0
15	11/26 (Thurs)	Thanksgiving Holiday – No Class	No Class	0
16	12/1 (Tues)	Final Project Presentation Workshop Final Quiz Review	Class Participation	10
16	12/3 (Thurs) Extend Class 9:00 – 11:00	Final Project Presentations	Class Participation Presentation	10 100
17	12/10 (Thurs)	Quiz 4	Quiz Class Participation	75 20
17	12/11(Fri.)		Last Day of Class	

School of Merchandising and Hospitality Management

Syllabus Statements

Fall 2026 (All Sessions)

Advising and Degree Progression

Undergraduate Advising

ALL students are expected to meet with their Academic Advisor each semester to update your degree plan and to stay on track for a timely graduation.

- **Advising Contact Information (Chilton Hall 385 – 940.565.4635)**
- **SCHEDULE APPOINTMENTS HERE: appointments.unt.edu**
- **Email: cmhtadvising@unt.edu**

Prerequisites

- Ultimately, it is a student's responsibility to ensure they have met all prerequisites before enrolling in a class.
- A prerequisite is a course or other preparation that must be successfully completed (a grade of C or better) before enrollment in another course. All prerequisites are included in the catalog course descriptions.
- Students that lack prerequisites for a course are not allowed to remain on the course.

Transfer Courses

Any transfer course(s) from another institution must receive *prior approval* from your SMHM Academic Advisor to ensure that the course(s) will be applicable to your degree plan at UNT.

Dropped for Non-payment

- Students will be dropped for nonpayment for enrolled courses, parking fees, schedule change fees, etc. Please check your account daily through the 12th class day to ensure you have not been dropped for non-payment of any amount. It is the student's responsibility to make all payments on time.
- ***Students cannot be reinstated for any reason after the 12th class day regardless of the situation.***

Dropping a Course

- A decision to drop a course may affect your current and future financial aid eligibility. Talk to your academic advisor or Student Financial Aid if you are thinking about dropping a course.
- Speak with the course instructor to discuss any possible options to be successful in the course before dropping.
- Meeting deadlines for dropping a course is the student's responsibility.
- There are different procedures for dropping a class depending on the time of semester. Please see the instructions for dropping a class here: <https://registrar.unt.edu/registration/dropping-class>

Graduate Advising

- Graduate students should work on their degree plan and discuss their progress with their assigned academic advisor. If you do not know who your academic advisor is, contact your graduate program coordinator.
 - Hospitality, Event and Tourism Management: Dr. Jihye Min
 - Merchandising and Digital Retailing: Dr. Kiseol Yang

Financial Aid Requirements

- A student must maintain Satisfactory Academic Progress (SAP) to continue receiving financial aid by maintaining a minimum 2.0 cumulative GPA and successfully completing the required number of credit

hours based on total registered hours per semester. Students cannot exceed attempted credit hours above 150% of their required degree plan. If a student does not maintain the required standards, the student may lose financial aid eligibility. Visit <https://financialaid.unt.edu/sap> for more information about financial aid Satisfactory Academic Progress.

What if You Are in Distress?

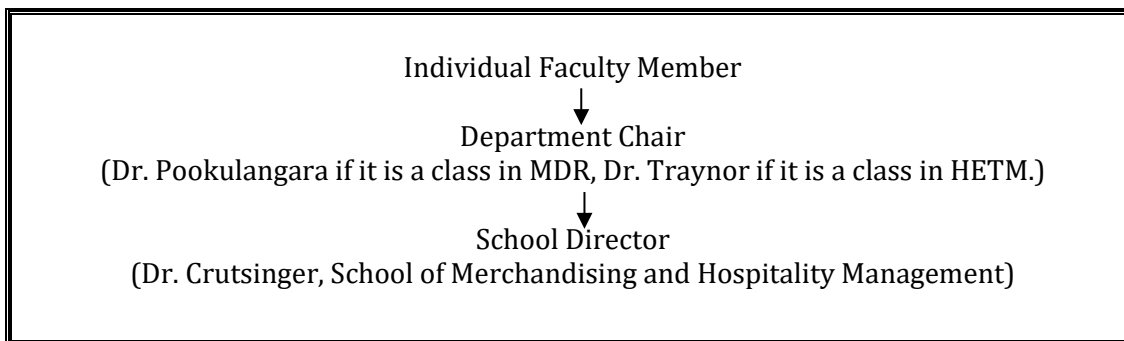
The University has a number of resources that can be useful if you find yourself in need of help. Faculty and advisors can help direct you to resources; please note that any reports of sexual harassment, sexual assault, dating violence, or stalking must be reported to the UNT Dean of Students, per Texas law. Some resources you might consult are:

UNT Police	940-565-3000
Dean of Students	940-565-2648 or 940-565-2039
Counseling and Testing	940-565-2741
Student Health and Wellness Center	940-565-2333
Office of Disability Access	940-565-2333
Housing and Residence Life	940-565-2610
Substance Use and Resource Education Center	940-565-3177
Veterans Center	940-369-8021
Denton County Friends of the Family	940-387-5131
National Suicide Hotline	1-800-273-TALK

Grade and Class Concerns

Do you know who to contact for a course-related issue?

Understanding the academic organizational structure is important when resolving class-related or advising issues. When you need problems resolved, please follow the steps outlined below:



Do You Know the Academic Integrity Policy?

Academic Integrity Standards and Consequences, UNT Policy 06.003.

Academic dishonesty occurs when students engage in behaviors including, but not limited to cheating, fabrication, facilitating academic dishonesty, forgery, plagiarism, and sabotage. A finding of academic dishonesty may result in a range of academic penalties or sanctions ranging from admonition to expulsion from the University.

Academic dishonesty includes, but is not limited to, the use of any unauthorized assistance in taking quizzes, tests, or exams; dependence upon the aid of sources beyond those authorized by the instructor, the acquisition of tests or other material belonging to a faculty member, dual submission of a paper or project, resubmission of a paper or project to a different class without express permission from the instructors, or any other act designed to give a student an unfair advantage. Plagiarism includes the paraphrase or direct quotation of published or unpublished

works *without* full and clear acknowledgment of the author/source. Academic dishonesty will bring about disciplinary action, which may include expulsion from the university. This is explained in the UNT Student Handbook. Your teacher should have a syllabus policy describing penalties for academic dishonesty.

Academic Integrity Guidance on GenAI

According to UNT guidelines, "The "unauthorized" use of any person or technology that assists in a student's assignment, project, or paper is considered cheating under the UNT Student Academic Integrity Policy (UNT Policy 6.003). Unless a professor or instructor gives explicit "authorization," AI cannot be used to complete assignments, projects, or papers. Doing so will result in a "cheating" violation." Read the course syllabus carefully to determine the course policy on GenAI use on class assignments, and the consequences of violating such policies.

Class Recordings

Your instructor may decide to record lectures and/or class content for students enrolled in this class section to refer to throughout the semester. Class recordings are the intellectual property of the university or instructor and are reserved for use only by students in this class and only for educational purposes. Students may not post or otherwise share the recordings outside the class, or outside the Canvas Learning Management System, in any form. Failing to follow this restriction is a violation of the UNT Code of Student Conduct and could lead to disciplinary action.

Do you meet ALL expectations for being enrolled in a course?

- Students are expected to meet all prerequisites for the courses in which they are registered.
- Students are expected to be respectful of other students, guests, and faculty. Behavior that interferes with an instructor's ability to conduct a class or other students' opportunity to learn is unacceptable and will not be tolerated in any instructional forum at UNT.
- Students engaging in unacceptable behavior will be directed to leave the classroom and may be referred to the Dean of Students for possible violation of the Student Code of Conduct.
- UNT's expectations for student conduct apply to all instructional forums, including university and electronic classroom, labs, discussion groups, field trips, etc. The Code of Student Conduct can be found at <https://studentaffairs.unt.edu/dean-of-students>.

The School of Merchandising and Hospitality Management requires that students respect and maintain all university property. Students are accountable through disciplinary action for any intentional damage they cause in classrooms. (e.g., writing on tables). Disruptive behavior is not tolerated (e.g., arriving late, leaving early, sleeping, talking on the phone, texting or game playing, making inappropriate comments, ringing cellular phones/beepers, dressing inappropriately).

Do you require special accommodations?

The University of North Texas and the School of Merchandising and Hospitality Management make reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide you with an accommodation letter to be delivered to faculty to begin a private discussion regarding your specific needs in a course. ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. Students are strongly encouraged to discuss the accommodation early in the semester during faculty office hours or by appointment. Faculty members have the authority to ask students to discuss such letters during their designated office hours to protect the privacy of the student. For additional information see the Office of Disability Access website at <https://studentaffairs.unt.edu/office-disability-access>. You may also contact them by phone at 940.565.4323.

Are you aware of safety regulations?

Students are urged to use proper safety procedures and guidelines. In lab sessions, students are expected and required to identify and use property safety guidelines in all activities requiring lifting, climbing, walking on slippery surfaces, using equipment and tools, handling chemical solutions and hot and cold products. Students should be aware that the University of North Texas is not liable for injuries incurred while students are

participating in class activities. All students are encouraged to secure adequate insurance coverage in the event of accidental injury. Students who do not have insurance coverage should consider obtaining Student Health Insurance for this insurance program. Brochures for this insurance are available in the UNT Health and Wellness Center on campus. Students who are injured during class activities may seek medical attention at the UNT Health and Wellness Center at rates that are reduced compared to other medical facilities. If you have an insurance plan other than Student Health Insurance at UNT, please be sure that your plan covers treatment at this facility. If you choose not to go to the UNT Health and Wellness Center, you may be transported to an emergency room at a local hospital. You are responsible for expenses incurred there.

Career Resources

SMHM Career Coach

For one-on-one help with your resume, cover letter, LinkedIn profile, interview tips/practice or other internship and job-search skills, Mrs. Dee Wilson (Dee.Wilson@unt.edu) is our Career Center Coach. Contact her for an appointment through navigate.unt.edu or drop by her office in Chilton 333.

Career Center

The Career Center is currently located in Sage Hall. They provide *free* business cards, professional portraits, etc. They also host several recruiters throughout the year in various events/information sessions and career fairs. Learn more about their services here: <https://careercenter.unt.edu/>.

Online Job Board and Social Media Sites

- SMHM Careers Group page on LinkedIn.
<https://www.linkedin.com/groups/14137002/>. This is a private group that current SMHM students and alumni can request to join.
- Facebook Careers Group - <https://www.facebook.com/groups/CMHTCareers/>
- Twitter - @UNTCMHT
- Facebook Social Sites - @UNTCMHT and @UNTHTM
- Instagram - [@untcmht](https://www.instagram.com/untcmht)
- UNT Handshake- <https://careercenter.unt.edu/handshake.html>. Handshake provides students access to employment opportunities (FT, PT, Internships, and On Campus student employment), as well as career fairs and other career and professional development events on and off campus.

SMHM Career Expo

The next SMHM Career Expo will be Tuesday, September 22, 10am-1pm in Union 314. The link for students to view information in Handshake is at https://app.joinhandshake.com/career_fairs/a166cfe5-26c4-4cbc-8388-432011ad55b3/student_preview.

If you need to borrow professional clothing to wear, please go to the Diamond Eagle Clothing Closet(former Center for Fraternity and Sorority Life building on Welch St. <https://studentaffairs.unt.edu/desresources/index.html>) The closet is available by appointment at <https://studentaffairs.unt.edu/desresources/programs/clothing-closet.html> under the “Using the Closet” tab. For any questions, please contact the Diamond Eagle Student Resource Center at DESresources@unt.edu.

IT Resources

UNT Citrix Virtual Lab

UNT Students currently enrolled in a SMHM course have access to the UNT Citrix Virtual Lab. This is useful if your course requires specific software and you need access to the software on your personal machine. You can find more information and installation steps here: <https://academictechnologies.unt.edu/services/computer-labs/request/remotely-connect-virtual-computer-lab#connect-options>.

Part of working in the online environment involves dealing with the inconveniences and frustration that can arise when technology breaks down or does not perform as expected. Here at UNT we have a Student Help Desk that you can contact for help with Canvas or other technology issues.

UIT Help Desk

[UIT Student Help Desk site](http://www.unt.edu/helpdesk/index.htm) (<http://www.unt.edu/helpdesk/index.htm>)

Email: helpdesk@unt.edu

Phone: 940-565-2324

In Person: Sage Hall, Room 330

Walk-In Availability: 8am-5pm

Telephone Availability:

- Saturday-Sunday: 11am-3pm
- Monday-Thursday: 8am-9pm
- Friday: 8am-5pm

UNT Libraries Laptop Checkout: <https://library.unt.edu/services/laptop-checkout/>

For additional support, visit [Canvas Technical Help](https://community.canvaslms.com/docs/DOC-10554-4212710328) (<https://community.canvaslms.com/docs/DOC-10554-4212710328>)

Additional Information

Are You An F-1 Visa Holder?

To read detailed Immigration and Customs Enforcement regulations for F-1 students taking online courses, please go to the [Electronic Code of Federal Regulations website](http://www.ecfr.gov/) (<http://www.ecfr.gov/>). The specific portion concerning distance education courses is located at Title 8 CFR 214.2 Paragraph (f)(6)(i)(G).

The paragraph reads:

(G) For F-1 students enrolled in classes for credit or classroom hours, no more than the equivalent of one class or three credits per session, term, semester, trimester, or quarter may be counted toward the full course of study requirement if the class is taken on-line or through distance education and does not require the student's physical attendance for classes, examination or other purposes integral to completion of the class. An on-line or distance education course is a course that is offered principally through the use of television, audio, or computer transmission including open broadcast, closed circuit, cable, microwave, or satellite, audio conferencing, or computer conferencing. If the F-1 student's course of study is in a language study program, no on-line or distance education classes may be considered to count toward a student's full course of study requirement.

University of North Texas Compliance

To comply with immigration regulations, an F-1 visa holder within the United States may need to engage in an on-campus experiential component for this course. This component (which must be approved in advance by the instructor) can include activities such as taking an on-campus exam, participating in an on-campus lecture or lab activity, or other on-campus experience integral to the completion of this course.

If such an on-campus activity is required, it is the student's responsibility to do the following:

(1) Submit a written request to the instructor for an on-campus experiential component within one week of the start of the course.

(2) Ensure that the activity on campus takes place and the instructor documents it in writing with a notice sent to the International Student and Scholar Services Office. ISSS has a form available that you may use for this purpose.

Because the decision may have serious immigration consequences, if an F-1 student is unsure about his or her need to participate in an on-campus experiential component for this course, s/he should contact the UNT International

Student and Scholar Services Office (telephone 940-565-2195 or email internationaladvising@unt.edu) to get clarification before the one-week deadline.

Student Code of Conduct

According to the [Code of Student Conduct](#), “The University of North Texas is deeply committed to advancing educational excellence and preparing students to become thoughtful, engaged citizens of a diverse, global community. The University has established the Code of Student Conduct to promote the well-being, honor and dignity of all who live, learn and work in our educational community. The Code of Student Conduct is intended to foster a safe environment conducive to learning and development, as well as to hold students accountable through an educational process that balances the interests of individual students with the interests of the University. Students and student groups are expected to conduct themselves in a manner that demonstrates respect for the rights and property of others and upholds the integrity and values of the University community.”

Feedback and Communications

Image Release

The School actively posts images and descriptions of class and student accomplishments. If you do not want your image posted on the SMHM website and/or social media sites, (1) you should avoid being in group photographs or in photographs taken by your teachers or the IT staff and (2) send an email to Thanalakshimi.Arumagam@unt.edu and request that your name and image not be shared. We will share this information with the IT staff and the faculty who post to social media. Faculty and staff are asked to honor your wishes without question.

If your instructor employs lecture capture technology to record class sessions, students may occasionally appear on video. The recording may be used in future course offerings.

What is SPOT?

The Student Perceptions of Teaching (SPOT) is a requirement for all organized classes at UNT. This short survey at the end of the semester gives students the opportunity to comment on the course. Student feedback is important and is essential as we strive for excellence.

Do you know the date/time of the final exam in this course?

Final exams or other appropriate end of semester evaluations are administered at the designated times during the final week of each long semester and during the specified day of each summer term. Please check the calendar early in the semester to avoid any schedule conflicts. You can find the Final Exam Schedule here: <https://registrar.unt.edu/exams/final-exam-schedule>

Do you know what you may be missing?

Your access point for ALL business and academic services at UNT occurs within the <https://my.unt.edu> site, and EagleConnect is the official method of communication for UNT. If you do not regularly check EagleConnect or forward it to your favorite e-mail account, please do so to learn about job and internship opportunities, events, scholarships, and other important information. The website that explains EagleConnect and how to forward your email is: <https://it.unt.edu/eagleconnect>.

Do you know what to do in an emergency or UNT closure?

- UNT uses a system called Eagle Alert to quickly notify you with critical information in an event of emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). The system sends voice messages (and text messages upon permission) to the phones of all active faculty staff, and students. Please make certain to update your phone numbers at <https://my.unt.edu>.

- Some helpful emergency preparedness actions include: 1) ensuring you know the evacuation routes and severe weather shelter areas, determining how you will contact family and friends if phones are temporarily unavailable, and identifying where you will go if you need to evacuate the Denton area suddenly.
- In the event of a university closure, your instructor will communicate with you through Canvas regarding assignments, exams, field trips, and other items that may be impacted by the closure.

Sexual Assault Prevention

UNT is committed to providing a safe learning environment free of all forms of sexual misconduct, including sexual harassment sexual assault, domestic violence, dating violence, and stalking. Federal laws (Title IX and the Violence Against Women Act) and UNT policies prohibit discrimination on the basis of sex, and therefore prohibit sexual misconduct. If you or someone you know is experiencing sexual harassment, relationship violence, stalking, and/or sexual assault, there are campus resources available to provide support and assistance. UNT's Survivor Advocates can assist a student who has been impacted by violence by filing protective orders, completing crime victim's compensation applications, contacting professors for absences related to an assault, working with housing to facilitate a room change where appropriate, and connecting students to other resources available both on and off campus. The Survivor Advocates can be reached at SurvivorAdvocate@unt.edu or by calling the Dean of Students Office at 940-565- 2648. Additionally, alleged sexual misconduct can be non-confidentially reported to the Title IX Coordinator at oeo@unt.edu or at (940) 565 2759.

Prohibition of Discrimination, Harassment, and Retaliation (Policy 16.004)

The University of North Texas (UNT) prohibits discrimination and harassment because of race, color, national origin, religion, sex, sexual orientation, gender identity, gender expression, age, disability, genetic information, veteran status, or any other characteristic protected under applicable federal or state law in its application and admission processes; educational programs and activities; employment policies, procedures, and processes; and university facilities. The University takes active measures to prevent such conduct and investigates and takes remedial action when appropriate.

Retention of Student Records (Policy 10.10)

Student records pertaining to this course are maintained in a secure location by the instructor of record. All records such as exams, answer sheets (with keys), and written papers submitted during the duration of the course are kept for at least one calendar year after course completion. Course work completed via the Canvas online system, including grading information and comments, is also stored in a safe electronic environment for one year. Students have the right to view their individual record; however, information about student's records will not be divulged to other individuals without proper written consent. Students are encouraged to review the Public Information Policy and the Family Educational Rights and Privacy Act (FERPA) laws and the University's policy. See UNT Policy 10.10, Records Management and Retention for additional information.

Description of Courses, Projects, and Assignments

Mico Pitch, Class Mini Projects, and Final Presentation

Objective: To create documents that demonstrate the application of course knowledge.

Details: The project includes six sections/mini projects, each worth 50 points for 300 points. See each section's description, possible points, and due dates below. Each section focuses on a different aspect of the student-created trade show. This is a team grade.

Micro Pitches (Participation Grade) Thursday Sept 10

Section and description	Points	Due Date & Time All are due at 9 am on the date posted
<u>Section 1 – Show Description</u> Write a one– to two-page paper that describes your trade show (date and time), the show goals, a detailed description of the target audience (demographics information and anticipated attendance)	50	Wed. Sept 16
<u>Section 2 – Financials-Cash Flow Statement</u> Use an Excel budget template provided by Professor Hickman to create a cash flow statement that includes three income sources and seven expenses, the estimated amount of each that is reported over five months	50	Wed. Sept 30
<u>Section 3 – Sponsorships</u> Create a sponsorships sheet that includes three sponsorship levels. Each level must consist of three value items that sponsorships will receive for their sponsorship. AND Write a one– to two-page paper that identifies five sponsors for your program, their sponsorship level, and justification of why they would sponsor your show.	50	Wed. Oct 21
<u>Section 4 – Show Floor Plan</u> Create a 1-page floor diagram for your event. The floor plan must include the location of your five sponsors.	50	Wed. Nov 4

<u>Section 5 – Trade Show Prospectus</u> Create a one- two-page (or flyer) prospectus for your show. The prospectus must include the following. Name of host organization and contact information Logistical details Eligibility requirements to participate Cost of exhibition space Floor plan of the exhibition, Exhibition rules and regulations (May use placeholder) _ Statistics on the exhibition's attendees or market survey results (May use placeholder) Sponsorship and advertising opportunities (add section 3) Travel and destination tips (May use placeholder) application for participation (May use placeholder)	50	Wed. Nov 11
<u>Section 6 Attendee Acquisition</u> Write a– two-page paper identifying at least two ways you will market your event. And Write a one-page press release advertising your show.	50	Wed. Dec 3

Final Presentations 100 points Due Thursday, December 3

Fall 2026 EDEM 2510 Exhibition and Convention Management Expo Pitch Presentation

This assignment supports the class mini projects and has three parts totaling 100 points

Team Assignment – Work in teams of 3–4 students

This assignment complements your class mini projects and allows you to showcase your trade show to industry professionals. Students will work in teams of 3 or 4 to create or redesign and B2B or B2C Expo.

Designs will be shared with IAEE D/FW Chapter members.

Three parts Total 100 Points

Part 1: Micro Pitches (Participation Grade)

Each team will deliver two **verbal-only** pitches (no visuals or slides) in **four minutes total**.

You must present one idea for each of the following:

- A **B2B (business-to-business)** expo
- A **B2C (business-to-consumer)** expo

Your goal is to generate interest and get constructive feedback from industry guests.

Part 2: Final Expo Pitch Presentation (85 points)

Using the idea your team moves forward with, you will give a 5-minute presentation to the IAEE D/FW Chapter.

Your presentation must include the following:

- Floor plan
- Budget (general breakdowns and revenue projections)
- Sponsorships
- Target audience
- Unique value proposition
- One “wow” activation feature for the show floor

Note: Slides or visual aids may be used for this presentation.

Part 3: Peer Review (15 points)

After all presentations, you will complete a peer evaluation assessing your team’s collaboration. This is an individual assignment.