Laura L. Palker

The Live Events industry, which includes Trade Shows, is an expansive one that creates millions of jobs, generates billions of dollars in spending, and adds more

than a trillion dollars in gross production to the United States economy. In boom times and in vastly challenging times alike, businesses reach for an industry leader to help promote their brand on the trade show floor – whether in person or digitally. For

businesses of every size and scale, Laura Palker is called upon for her expertise, her warmth, and her candor.

Laura is the Founder and CEO of Trade Show Solutions Center, a leading provider of exhibit planning, design, production, and marketing services for the past

twenty years. A respected and highly sought after firm, Trade Show Solutions Center provides planning and execution for businesses of all sizes. Laura's skill in sales, marketing, and branding, coupled with her insight into her clients and their needs, has

led to the company's success. Laura is also a partner in NNSPromo.com providing essential products and services to the live events industry. Prior to these ventures, Laura spent time honing her skills at firms that specialized in exhibit design, production,

logistics, sales, and marketing. She has taken this vast wealth of knowledge and created companies to serve her clients and the trade show world.

In addition to growing her companies, Ms. Palker has dedicated herself to the betterment of the industry she serves and the community in which she lives. Laura is

the founder and President of Exhibitions and Events Workforce Development Federation, a nonprofit organization formed to address workforce development issues common to the many segments of the live events industry. The Federation is dedicated to bringing a

voice to every worker under its umbrella, as well providing workforce development, education, and mentoring to those looking to join the family of industry professionals. She has served as Chair of the Advisory Board for 100 Women Who Care About Long Island,

which encourages women to make a meaningful economic difference for the region's nonprofits. In 2016 and 2017, she served as the First Lady of the Institute of Management Accountants, a role she is particularly proud of. Most recently, Laura served on the

Boards of EAC Network, Moxxie Mentoring

Foundation, and American Cancer Society – Babe Zaharias Tournaments. Throughout her career, Laura has been involved with and served on boards of several local nonprofit organizations.

Laura is a firm believer in continuing her education. She is a 2015 graduate of the highly selective and transformational Goldman Sachs 10,000 Small Businesses program.

In addition to completing her study in Polarity Therapy, she has just completed her certification as a Virtual Events Professional with the Global Virtual Events Institute. Understanding that the future of the trade show and events industries has changed for

the foreseeable future, Laura has undertaken this coursework to serve her clients as they reinvent and reimagine the future of events.

To help others achieve their personal and professional goals, Ms. Palker just collaborated on her first book, "How to Create Your Future with Confidence | a Step-by-Step

Guide to re-imagine, re-invent and re-build a profitable business"

Laura and her husband, Marc, live on Long Island, NY. They have three children as well as three small grandchildren who are the light of their lives. An avid golfer,

Laura is a member of the LPGA Amateur Golf Association. When not involved with work-related activities, Laura enjoys traveling, fine dining, and rejuvenating at the spa.