



## **The Roger D. LaForte Scholarship**

***Roger D. LaForte, CME, worked in the trade show industry most of his adult life. A designer by education, he rose through the ranks of one of America's great corporations to serve as the manager of its marketing support group. During his career, he pioneered the development and use of modular exhibit systems for large exhibition programs.***

***Roger D. LaForte's passion for his work, his belief in the effectiveness of exhibition marketing and his willingness to share with others his considerable knowledge made him an acclaimed leader and educator in the global exhibition industry. His many years as a director of the Trade Show Exhibitors Association and service as a director of the Center for Exhibition Industry Research are just a few of his many industry contributions.***

***Known for his great integrity, quiet humor, gentlemanly manner and loyal friendship, Roger D. LaForte remains a shining example of the consummate exhibit industry professional.***

### **Purpose**

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The Roger D. LaForte Scholarship is established to (a) encourage higher education in the field of exhibit management, (b) develop qualified exhibit industry professionals, and (c) create a greater academic awareness of this outstanding career field.

LaForte Scholars will receive a one-time scholarship for tuition, books, and other expenses required for academic coursework and cooperative education related to this area of study. These scholarships shall be used solely for this educational purpose at colleges and universities with majors in marketing and/or course concentrations in exhibit/event management.

### **Funding and Administration**

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The Roger D. LaForte Scholarship shall be administered by the TSEA Foundation and shall be funded independently through donations by businesses, associations, and individuals interested in furthering the education and development of industry professionals.



The LaForte Scholarships shall be awarded annually at the TSEA-sponsored conference and exhibition, TS<sup>2</sup>, and all funds will be paid directly to the recipients' Bursar Accounts.

### **Eligibility**

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To be eligible for the scholarship, the recipient must have coursework remaining in his/her college experience. Students in their final semester, period, or quarter of study are not eligible. The recipient shall be a student in good academic standing at an accredited institution acceptable to the TSEA Foundation Trustees.

LaForte Scholars also will be considered for, but are not guaranteed, internships with exhibitors and/or TSEA at TS<sup>2</sup>. This internship will supplement coursework with practical experience, educational workshops, and networking opportunities. It will be an unpaid internship. However, travel, hotel, and meal costs will be approved and reimbursed by TSEA.

### **Selection**

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The recipient shall be a student with a demonstrated interest in pursuing a career in the field of exhibit management. This interest can be demonstrated through a major field of study, submission of an essay on the subject matter, prior related work experience, or other pertinent activity. The recipient should demonstrate academic eligibility at the institution where he or she is currently enrolled. Also, recommendations from instructors will be considered.

The selection committee will be the TSEA Foundation Trustees elected by the Board of Directors of the Trade Show Exhibitors Association.

### **Application**

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The applicant will submit the following to the TSEA Foundation Trustees:

1. Completed application form and transcripts
2. Letter of intent indicating career goals related to exhibit management
3. Reference Letters (professor/advisor, business acquaintance, manager, etc)

The Foundation Trustees must receive these items no later than April 15<sup>th</sup> of each calendar year. Applicants will be notified in writing of the Trustees' selection no later than April 31 in the award year.



**Roger D. LaForte Scholarship Application**  
**TSEA Foundation**  
**2301 S. Lake Shore Dr., Suite 1005**  
**Chicago, IL 60616**

**Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**City/State/Zip** \_\_\_\_\_

**Phone** \_\_\_\_\_

**e-mail** \_\_\_\_\_

**Current Academic Institution** (name, address, advisor name and phone):

\_\_\_\_\_  
\_\_\_\_\_

**Declared Major/Minor** (explain relevance to selection criteria): \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Cumulative GPA** (copy of last transcript must be attached): \_\_\_\_\_

**Academic Level** (year in school, % of degree reached, etc): \_\_\_\_\_

\_\_\_\_\_

**Other Schools Attended** (high school and post-high school education):

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**Extra Curricular Activities** (sports, clubs, associations, positions held): \_\_\_\_\_

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**Awards and Honors** (academic, extracurricular, high school and college):

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**Relevant Work Experience** (job, title, average hours worked, dates of employ):

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**Faculty References** (name, address, e-mail, phone, recommendation letter):

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**Other References** (name, address, e-mail, phone, recommendation letter):

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**Please attach relevant materials to demonstrate qualification for this scholarship as outlined in the attached document. Return your information by April 15<sup>th</sup> to the TSEA Foundation. Fax and e-mail documents will not be accepted.**