

# Helen Brett Scholarship

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Each year, scholarships are awarded to individuals who are exploring the study of exhibitions and events management with the end goal of advancing their careers in this field.

## Scholarship History

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The Helen Brett scholarship was established by Robert Kolinek, CEM, CMP and named for his grandmother, Helen Brett, who was a pioneer in the trade show industry. The purpose of the scholarship is to assist individuals who are enrolled in an accredited college, university, junior or technical college with a focus on the study of exhibition and event management. The scholarship serves to promote the exhibitions and events industry by attracting college level students into the field of study and encouraging their pursuit with financial support.

Scholarships are awarded competitively based upon pursuit of a degreed major focusing on exhibition and/or event management. If within a hospitality program, the focus of study should be the exhibitions and events industry as determined by the review of the submitted official transcripts.

**“My grandmother, Helen Brett, was one of the first female trade show organizers in the industry. As a third generation family business owner I am very proud to continue her legacy through awarding scholarships to those who share my grandmother’s passion for trade shows.”**

– Robert Kolinek, President & CEO, Helen Brett Enterprises



# Scholarship Criteria

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## Requirements:

- Must be a full-time undergraduate OR graduate student enrolled at an accredited college, university, junior or technical college. Graduate student applicants are ineligible to receive scholarship monies should their graduate assistant position be fully funded by their college/university or any other external funding source
- Must be enrolled in a degree program focusing on exhibition/event/hospitality management.
- Minimum 3.0 grade point average on a 4.0 scale.
- Completed application with supporting documents must be received online by 1 May 2024.
- Supporting items include:
  - Resume
  - Two letters of recommendation by faculty and/or exhibition industry leader
  - Transcript
  - Essay submission (500-1,000 words) explaining goals and desired role in the events industry.
  - ***Please have all supporting items ready to submit at the time of the application process as there is no save for later ability.***

**[Submit Supporting Application & Documents Now!](#)**

## The scholarship includes:

- Up to \$5,000 in tuition assistance
- Consideration for potential candidates to have an internship experience at the Expo! Expo! IAEE's Annual Meeting & Exhibition