

# Larry Arnaudet

Executive Director  
Exhibition Services & Contractors Association



## Contact Information

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## Experience

Larry Arnaudet is a native of Jennings, Louisiana. After attending the University of Southwest Louisiana, New Mexico Military Institute and Louisiana State University, Larry entered the meetings and convention industry in 1970 with Manncraft Exhibitors Services in New Orleans. When Manncraft was purchased by Greyhound Exposition Services (GES) in 1972, Larry remained with the company and was promoted through a series of positions in warehouse operations, drafting and design, show site operations, sales and executive management. In 1979, he was named Regional Vice President, Southwest Region of GES, based in New Orleans.

In 1981, Freeman Decorating Company purchased the eastern half of GES and Larry assumed the position of General Manager of the New Orleans office. He was promoted to Regional Vice President in 1982 and was named Vice President, Sales Administration in 1983. In 1987 Larry was promoted to Vice President Sales, for The Freeman Companies, relocating to the Corporate Offices in Dallas, Texas. In 2001 Larry was promoted to Executive Vice President of Sales with responsibilities of directing and overseeing the sales activities and direction for Freeman's 26 North American sales operations and 250+ member sales team.

Larry has served on the ESCA Board of Directors in the positions of board member, Secretary-Treasurer, Vice President and President and also served as Annual Meeting Program Chairman for the ESCA Annual Summer Educational Conference for five years. He has served on the Greater New Orleans Convention & Visitors Bureau Sales & Marketing Committee, the Dallas Convention and Visitors Bureau Sales & Marketing Committee and was active in other industry associations as well. He is a charter Associate Member of the International Association of Exhibitions & Events (IAEE) serving on numerous committees and served on the Exhibits Committee and Allied Member Committee for the International Association of Venue Managers (IAVM).

In 2014, Larry was presented with the ESCA Lifetime Achievement Award for his contributions to the exhibition and meetings industry over his 45-year career.