



Partnering in Your Association's Success

Job Description

TITLE

Meeting Sponsor and Exhibits Coordinator

FLSA Status

Exempt (Salaried)

SUMMARY

The manages the planning, budget, and sales for MSP client exhibits and sells and sponsorships for meetings, conferences, and tradeshow

SUPERVISORY RESPONSIBILITIES

None

JOB SPECIFIC DUTIES

Exhibition Management

Prepare, write, and edit exhibitor's prospectus

Updates and maintains exhibitor database

Constructs/revises floor plan as needed

Solicits new exhibitors and confirms previous exhibitors

Finalizes exhibitor kit with decorator and other contractors

Selects exhibit hall vendors (florist, computers, ...etc.)

Processes exhibitor applications and provides periodical reports for the teams

Assign booth/table-top assignments

Sends booth confirmation letters

Verifies booth registrations

Produces and mails/emails updated information to confirmed exhibitors

Collects company descriptions/logos for program book listing

Confirms all logistical arrangements with vendors for the exhibition

Confirms security requirements for hall and meeting rooms

Updates exhibitor listing and information on client websites

Confirms signage requirements for the exhibition

Produces promotional flyer/prospectus for confirmed exhibitors to exhibit the following year

Manages exhibition on site (from set-up to tear-down), including all events in the hall

Provides weekly pre-meeting reports and a post-meeting report (based on evaluations distributed)

Sponsorship Sales

Prepare, write, and edit the sponsorship prospectus

Updates and maintains sponsorship database

Solicits and identifies new sponsorships for various programs and events

Solicits new and confirms previous sponsors for the brochure and program book for the annual meeting(s)
Processes sponsorship applications and confirms payments/thank you
Confirms receipt of logo materials and works with the Marketing Department on file formats, etc
Produces sponsorship signage for onsite
Ad Sales
Develop short- and long-term goals and action plans for advertiser development and retention
Research and cold-call prospective advertisers consistent with the magazine's target audience
Responsible for the achievement of advertising goals
Works with marketing to develop materials for advertiser development and retention
Develops reports on advertising sales, demographics, statistics, etc
Oversee billing
Processes contracts and updates/maintains advertiser database
Provides the editorial team with ads for upcoming issues

SKILLS REQUIRED

Customer service oriented
Experience working with volunteers and committees
Demonstrated face-to-face and direct mail exhibit booth sales experience required
Demonstrated budgeting and fiscal management skills
Experience working in convention and hotel facilities
Floor plan layout expertise
Strong contacts within the exhibition industry
Excellent project management, problem-solving, and organizational skills
Ability to work effectively with a variety of people at all levels
Ability to work under pressure and meet deadlines
Excellent verbal and written communication, presentation, negotiation, and facilitation skills
Must have the ability to work independently
Strong customer service skills
Detail-oriented and accurate
Initiative-taking and purposeful
Ability to manage multiple clients

QUALIFICATIONS

College degree or comparable experience
3+ years' experience working on trade shows in an association environment with responsibility for sales income budgets, direct leads, and exposure/experience with exhibition operations.
Association experience is desirable.
Working within an association management company is a plus
Some travel required approximately 6 times a year
Able to come into the Rockville office 3 days a week
Computer literate with proficiency using Word, Excel, and databases is a plus