

NATIONAL ATHLETIC TRAINERS' ASSOCIATION MEETINGS DEPARTMENT JOB DESCRIPTION EXHIBITS MANAGER

POSITION REPORTS TO: **Director of Meeting Management**

POSITION CONCEPT:

Manage all aspects of the Annual Meeting trade show including sales, exhibitor services, and on-site exhibitor registration and floor management. Generate new and repeat exhibitor booth sales, estimated at 300 exhibitors with anticipated revenue of ~400-500K. Develop all exhibitor communications including the exhibitor prospectus, exhibitor service manual and related literature, exhibitor abstracts for inclusion in the final program, and content for the exhibitor portion of the Annual Meeting web site. Exhibitor services include but are not limited to contract processing, answering exhibitor inquiries, obtaining fire marshal approvals, overseeing the EAC process, decorator coordination, on-site exhibitor registration, post-event mailing labels distributions and report development as required.

DUTIES:

1. Produce, promote and manage annual meeting trade show
2. Exhibitor Sales: Generate new and repeat exhibitor booth sales via direct mailings, referrals, phone contact, etc.
3. Exhibitor Services: responsible for all aspects of servicing exhibitors' needs once booth space is contracted and payment received. Produce all exhibitor communications and oversee all exhibitor services.
4. Coordinate with decorating company to produce and distribute Exhibitors Service Manual.
5. Work closely with decorator to coordinate all logistics and perform booth assignments.
6. Maintain exhibitor records and database, produce revenue reports as directed.
7. Oversee gathering and maintaining pertinent stats for annual trade show. Produce reports as required.
8. Receive and maintain items and forms related to the trade show (e.g., registration forms, exhibitor meeting, prize drawing announcements, insurance certificates, seek Fire Marshal approval when required. etc.).
9. Coordinate the assembly of exhibitor on-site registration packets and create "Exhibitor Registration Area Out-of-the-Box." This includes creation

of 1,000+ badges, creation of exhibitor packets and all supplies needed to set up exhibit registration area. Compile copies of all exhibitor contracts, on-site exhibitor forms, badge requests forms, and exhibitor lists to operate exhibitor on-site registration.

10. Manage the tradeshow floor. Assist exhibitors, enforce facility and NATA rules and regulations, and resolve any issues that may arise.

11. Develop and maintain exhibitor website, including “Exhibit Tips” for NATA Annual Meeting website.

12. Coordinate lead retrieval services for annual meeting trade show.

13. Research and implement exhibitor related technologies including a virtual trade show online.

14. Research emerging exhibit/exhibitor related trends and make recommendations to maximize the tradeshow for both NATA and its exhibitors.

15. Oversee all Annual Meeting security services. This includes company research, RFP process, schedule of services and managing security services on-site.

Other Duties:

16. Respond to requests for information about convention/meeting-related matters.

17. Support the requirements of meetings/events handled by the department as needed.

18. Be knowledgeable and resourceful in the effective utilization of meeting management and the Microsoft Office suite.

19. Perform other duties as assigned.