



Example of Trade Show Coordinator Job Description

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Our innovative and growing company is hiring for a trade show coordinator. We appreciate you taking the time to review the list of qualifications and to apply for the position. If you don't fill all of the qualifications, you may still be considered depending on your level of experience.

Responsibilities for trade show coordinator

- Assists with tradeshow budget preparations and is responsible for reporting actual expenses v
- Coordinates tradeshow sponsorships and promotions, including advertising, direct mailings
- Researches, makes recommendations, and purchases giveaways and other branded promotional items
- Provides comprehensive communications to attendees and management on tradeshow events, timelines, activities, attendee cell phone lists
- Ensures sales leads/customer inquiries are collected, categorized, and distributed to field for follow up
- Identifies issues, provides solutions, and implements changes to ensure customer satisfaction including developing, recommending, and implementing processes, procedures, software and technology solutions
- Provides training to others for assigned areas
- Maintains and communicates annual master tradeshow calendar
- Maintains all tradeshow files and records, current and historic
- Updates information in the tradeshow "dashboard."

Qualifications for trade show coordinator

- Excited to learn new skills and work on new initiatives
- Strong Microsoft Office skills (mainly Word, Excel and PowerPoint)

- Should possess a sound understanding of business and an interest in technology
- Bachelor's Degree or equivalent work experience plus 3 years work experience in sales, marketing or customer service role is preferred