



Example of Trade Show Manager Job Description

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Our company is searching for experienced candidates for the position of trade show manager. To join our growing team, please review the list of responsibilities and qualifications.

Responsibilities for trade show manager

- Perform weekly trade-show performance reports
- Review vendor invoices and troubleshoot issues with Purchase Order system
- Develop and execute on the strategic plan to effectively promote new product technology releases and re energize products in the prime of their selling cycle through 25+ major trade shows and events
- Lead design layouts, cost estimates, staff logistics, and manage all pre-trade show activities such as preparing applications, arranging for the shipment of equipment, and making travel and hotel arrangements for customers and OAI sales personnel
- Manage and distribute lead source and reports received from the vendor to the product managers, senior management, and the Salesforce.com team
- Coordinate with all internal and external stakeholders, including travel, attendee approvals, PowerPoint presentations, event communication, event advertising
- On-site event management handling logistics, food, customer co-exhibitors, special and pop-up requests, support materials, staffing and attendee coordination and service
- Manages the company's involvement with trade shows, events and user conferences including designing booths and materials
- Manages and executes various events across ICG ensuring the highest standards of event/show planning and delivery are maintained through effective team and resource management
- Assigns roles, projects, and tasks to team members, ensuring all event

Qualifications for trade show manager

- At least 1 year of experience in Business to Business Sales
- At least 1 year of Supervisory sales experience
- 1-3 years of Tradeshows, Events Management and Hospitality
- 1-3 years of Customer Service and Bank Experience
- Experience in excellent judgment & commitment to customers
- Regulatory experience in high visibility channels