

Responsibility

Budget – Work with the staff to develop an exhibit budget (revenue and expense) supporting the needs of the organization.

Site Inspection – Accompany the staff on at least one site inspection for the convention center and future meetings, as requested.

Floor Plan – Develop the floor plan that best meets the needs of the organization and the exhibitors utilizing the space available.

Exhibitor Prospectus – Write and coordinate the prospectus with the graphics artist; proofread; prepare for mailing or prepare the whole thing for online use only!

Assignment Procedures – Maintain or enhance space assignment procedures; including options for types of booths and fees.

Exhibitor Contract – Develop the contract and rules and regulations for the exposition based on past efforts and incorporating new information; have prepared; proofread; printed; published online.

Marketing Sales Plan – Develop a marketing sales plan to determine the steps necessary to meet the budget goals.

Sell Exhibit Space – Follow up with the exhibitors who have expressed interest, but haven't booked; develop leads; call leads; process exhibit reservations; send confirmations of space; sign contracts, etc.

Exhibitors – Provide outstanding customer service to exhibitors with regular communication and support of exhibitors' questions/needs, by telephone, fax, or email. Prepare and distribute exhibiting tips to enhance the value of the meeting.

Accounting – Process payments (either checks or credit cards) and deposit to a separate account.

General Service Contractor – Work with the General Service Contractor to support the needs of the organization and the exhibitors.

Exhibitor Services Manual – Prepare copy for forms for exhibitor services manual; coordinate preparation of forms and general services contractor.

Contractors – Develop RFP's; evaluate bids; negotiate contracts with other service contractors for the exhibit hall, such as floral, security, etc.

On-Site Coordination – Be available on-site for the move-in; move-out; floor management; available during the show to respond to questions/assistance as needed.

On Site Sales – Develop on site sales program; meet with exhibitors during current year's exhibit to assign space, which will enhance future sales opportunities.

Monthly Reports – Prepare monthly sales reports with comparative data to budget and past sales.

Exhibitor Registration – Work with exhibitors to be sure they receive registration material and submit it to the association by the deadline.

Follow up/Evaluation – Develop, utilize, and compile evaluation of exhibit based on exhibitors and attendees comments.

Final Reports – Prepare final statistical reports on booths sales; financial reports; etc.