



WORLD DAIRY EXPO.

Position Description

Date: June 2018

Position Title: Trade Show Coordinator

World Dairy Expo (WDE) is the world's largest dairy industry event, featuring over 800 participating companies. Trade Show News Network ranks WDE in the top 30 largest trade shows in the United States. WDE also provides management for the Dane County Fair and other non-profit agricultural events and organizations.

Educational Requirements:

BS or BA in agriculture, marketing, business or related field with at least two years of experience preferred

Reports to: Trade Show Manager

Position Requirements:

- Excellent written and verbal communication skills
- Strong organizational skills, attention to detail and the ability to multi-task
- Passion for planning and staging events and exhibitions
- First-hand experience in sales, marketing and customer service
- Strong work ethic and willingness to complete tasks
- Demonstrated ability to seek customer-oriented solutions
- Proficiency in Microsoft Office Suite; Adobe InDesign and Illustrator
- Self-motivated and desire to work in a team and collaborative office environment
- Physical requirements of this position include: the ability to lift at least 50 pounds, walk significant distances and work extended hours during managed events.

Primary Functions/Responsibilities:

- Assist with all aspects of sponsorship and trade show management including sales, customer service and vendor relations
- Organize and record trade show exhibitor information for World Dairy Expo and the Dane County Fair
- Correspond with past, current and prospective exhibitors from around the globe
- Trade Show map updates
- Exhibitor name badges and on-site registration
- Manage the sponsorship recognition program and ensure all sponsor deliverables
- Maintain current exhibitor and sponsor information on websites
- Assist with physical event layout and floor plan design for managed events
- Other duties as assigned

Position Status:

- Full-time, exempt, comprehensive benefit package

Location:

- World Dairy Expo Office, Madison, Wisconsin

Application Details:

- Candidates please send a resume and cover letter by July 2 to Scott Bentley, sbentley@wdexpo.com