



WORLD DAIRY EXPO®

Position Description

Date: January 2019

Position Title: Trade Show Coordinator

The Trade Show Coordinator assists the Trade Show Manager with operations of the trade show and sponsorship program at World Dairy Expo, known globally as the world's largest, dairy-exclusive trade show. This position utilizes customer service skills to engage directly with trade show stakeholders and sponsors regarding questions, contracts, logistics and on-site support.

Educational Requirements:

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

Reports to: Trade Show Manager

Position Requirements:

- Strong organizational skills, attention to detail and the ability to multi-task
- Strong work ethic and willingness to complete tasks accurately and on time
- Excellent written and verbal communication skills
- Comprehensive understanding of the agriculture and dairy industry
- Passion for planning and staging events and exhibitions
- First-hand experience in sales, marketing and customer service
- Demonstrated ability to seek customer-oriented solutions
- Proficiency in Microsoft Office Suite and Adobe InDesign. Additional Adobe Suite experience is preferred
- 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 aspects of sponsorship and Trade Show management including customer service and vendor relations
- Process Trade Show and sponsorship commitments internally
- Organize, record and update Trade Show exhibitor and sponsor information on the WDE website
- Manage exhibitor name badges and on-site registration
- Meeting Space contracting and management
- Sponsorship Specifications and Material Tracking
- Signage Management including design, printing, inventory and placement
- Manage the sponsorship recognition program
- Correspond with past, current and prospective exhibitors from around the globe
- Assist with physical event layout and floor plan design for managed events
- Other duties as assigned

Location:

- World Dairy Expo Office, Madison, Wisconsin

Application Details:

- A resume and cover letter should be sent to Scott Bentley, sbentley@wdexpo.com by January 31, 2019
- If questions or further information is needed, please contact Scott at the WDE office; 608-224-6455