

Great Lakes Fruit, Vegetable, and Farm Market Expo Trade Show Manager - Job Description

Tentative Plan (Dec 2019 Expo managed by current manager, with assistance from new manager, Dec 2020 show to be managed by new manager.) Expo details at glexpo.com

Questions, and to submit cover letter and resume, contact: Ben Smith at ben@mihortsociety.com or Greg Bird at gbird@michiganvegetablecouncil.org

Year Round - Respond to all forms of correspondences with exhibitors.

Jan – Feb - Correspond with current and future exhibitors, regarding questions they may have. Plan for trade show layout and future expansion needs. Review national publications and media for leads to try to grow the trade show.
-Contract with the exposition company (show decorator) to provide booth, back drops, side rails, drayage and other exhibition services. The contract is subject to GLE approval.

Feb - March - GLE board meetings, present pricing proposals for fees, trade show exhibitor pricing, and furnishings contract to the GLE board for their final choice. Provide previous show reporting to board. Attend other board meetings throughout year.

March - Develop exhibition hall floor plans & submit to the convention facilities, who will submit to the fire marshall for approval if needed.

April - Create new brochures, floor plans and contracts. Prepare new lists for the priority mailings that will take place throughout the spring and summer. There are five different mailings that go out to exhibitors based on the length of time a company has been expo exhibitor.

May - Nov - Distribute exhibitor brochure to existing exhibitors or potential exhibitors via mail or email. These are distributed based on exhibitor longevity.

May - First mailing to 100+ exhibitors.

June - Early Aug - Scheduled mailings to the other groups (500+) by length of time with Expo, until new exhibitors and non-profits are reached. The new exhibitors take the most customer service due to the many questions

May - Dec - Assign space to the exhibitors and inform them of their space assignment. Keep accounting records of each company's balance of payment and provide receipts to them.

-Maintain a database of past, present & potential exhibitors. Solicit exhibitors for the Trade Show and sell the booth space.

-Handle all exhibitor contracts. Collect and provide accounting for exhibit rental fees, turning the monies & reports over to the treasurer in a timely manner.

-Provide periodic progress reports to GLE prior to the convention and a summary report after the convention, including an accounting of all monies received and deposited.

September - Prepare the Pre Program exhibitor list for the program. Continual updating of website with exhibitor information and trade show information.

Oct - Mail/email name badge forms and booth item forms to each company. Name badges are created from here until Dec. Many follow up emails and calls to get material from exhibitors.

-By October 15th all payments are supposed to be in for those with contracts for the show. Reminders are sent out periodically to make that happen. Some flexibility until right up to the show is very important to grow the show.

Oct. - Dec - Coordinate arrangements for booth set-ups, furnishings, electrical services, etc. with exposition company. Notify all exhibitors of final convention arrangements.

Nov – Customer service to finalize plans. Finalize plans with exposition company. Finalize hall maps. Arrange for security for exhibit halls during convention. Schedule exhibitor move-in and move-out times and arrange for traffic control.

Dec - Be on-site during Trade Show to handle all questions and problems. Manage Exhibitor Registration desk. Manage both move-in and move-out of the exhibitors. Finalize the accounting and billings.