Job Title: Sr. Show Manager
Department: Events
Reports to: VP of Technical Shows
FLSA Status: Exempt
Updated: December 2, 2025

## Job Summary

As a **Sr. Show Manager**, you are the visionary owner responsible for the successful end-to-end strategy, design, and execution of your assigned international B2B trade shows. These events are the core of our business, and you will be entrusted with delivering the highest level of service to our customers while achieving aggressive company branding and revenue goals.

You will act as the central operational leader, partnering closely with the VP of Technical Shows to develop the budget, sales, and marketing strategy. Your daily challenge will be to drive the program's success by owning everything from creative messaging and program development to financial performance and stakeholder management.

Success in this role requires a dynamic personality, outstanding project management skills, and a proven ability to coordinate effectively with multiple internal teams, external partners, and high-level stakeholders. You must be able to balance a collaborative approach with the assertiveness and diplomacy needed to ensure all detailed tasks are executed completely, accurately, on time, and on budget.

## Essential Duties and Responsibilities

The **Sr. Show Manager** is responsible for the full lifecycle of the event, encompassing the following key areas:

### 1. Strategic & Financial Management

- **Revenue Generation:** Achieve all exhibit space and sponsorship sales goals.
- **Budget Ownership:** Assist in developing the comprehensive show budget, providing accurate monthly and quarterly updates to the VP, President, and Finance team.
- **Financial Control:** Obtain the VP's final approval for all show-related expenditures (e.g., contracts, invoices).
- **Pricing Strategy:** Evaluate and recommend optimal pricing structures for exhibit sales, visitor passes, conferences, and symposiums (where applicable).
- **Sales Planning:** Develop a robust sales plan with the VP, including priority sales, point systems, onsite sales, association pricing, and prospecting targets.
- **Compliance:** Monitor the collections process with the Accounting team to ensure all payments are received before deadlines and the show opening.

### 2. Event Planning & Execution

- **Design & Layout:** Create the official floor plan, ensuring maximum efficiency and optimum traffic flow.

- End-to-End Oversight: Plan, coordinate, and oversee the execution of all event components, including sales, marketing direction, conferences/symposiums, special feature areas, and networking receptions.
- Vendor Management: Review and finalize details with the VP and Operations team to ensure the selection of high-quality vendors (e.g., general contractor, venue, security, registration, temporary staff).
- Onsite Management: Collaborate with the VP to develop the onsite staffing plan and manage all pre/post-show travel logistics related to show operations.

3. Marketing & Communication
- Strategy Review: Review and refine the Marketing and Sales Plan before presenting it to the VP.
- Brand Integrity: Collaborate with the PR & Marketing Manager to generate a marketing plan that ensures the show's integrity and overall brand image meets/exceeds company standards.
- Content Direction: Guide the content, direction, and integrity of all print and digital media (e.g., brochures, directory, website, mobile app, social media). Proof and sign off on all creative materials, with final proofing approved by the VP.
- Competitive Analysis: Analyze competing events and continuously monitor industry shifts and changes.
- Promotion: Ensure all events appropriately expose applicable brand-related shows (via the Global booth).

4. Relationship & Stakeholder Management
- Partner Cultivation: Develop and maintain strategic relationships with key associations, partners, and multipliers essential for event success.
- Sales Delegation: Set, communicate, and track international sales goals for Sales Partners within the 11 months before the show.
- Internal Alignment: Develop and maintain strong working relationships with Brand Directors.
- Lead Generation: Manage existing lead sources and actively cultivate new leads for growth.

5. Reporting & Evaluation
- Project Management: Set and lead all production schedule meetings.
- Performance Metrics: Submit required weekly sales reports.
- Post-Show Analysis: Set and lead the post-show meeting to evaluate each segment.
- Action Planning: Review survey results, create an action plan to address concerns/opportunities, and review both with the VP.
- Final Documentation: Review and ensure all post-show reports are accurate and properly submitted to the VP and applicable brand team(s).
- Compliance: Adhere to all MFI Code of Conduct and industry organization policies regarding giveaways, events, promotions, and market research.

## Qualifications & Work Experience

- Bachelor's degree or equivalent work experience.
- 8+ years of progressive, relevant experience managing B2B trade show events or conferences. Technical Show experience a plus.
- Experience managing events within a highly regulated environment is preferred.
- Ability to travel is required-domestic and international.
- Ability to be present in the office
- Ability to pass a background check and drug screening test

## Skill Set

- Project Management: Outstanding ability to manage multiple workloads, prioritize requests, and meet critical deadlines.
- Attention to Detail: Robust attention to detail while maintaining a clear view of the strategic "big picture."
- Communication: Proven ability to communicate effectively and professionally with sales, marketing, executive management, and vendors at all levels.
- Problem-Solving: Strong problem-solving, negotiation, and interpersonal skills.
- Autonomy: Proven ability to work independently with minimum direction, assuming full ownership of event success.
- Technical Proficiency: Strong knowledge of MS Word, Excel, Outlook, PowerPoint. Experience with Customer Relationship Management (CRM) systems and floor planning software is a significant plus.

## Physical Demands

The physical demands listed here are representative of those that must be met by an employee to successfully perform the essential functions of his/her job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Physical Demands: Ability to work extended hours during show periods, sit, stand, walk, travel, and lift up to 25 lbs.
- Work Environment: Basic office environment; frequent travel and work within active trade show and event environments.

The above statements are intended to describe the general nature and level of work being performed by an individual assigned to this position. They are not intended to be an exhaustive list of all duties, responsibilities, and skills required of personnel so classified. Messe Frankfurt, Inc. reserves the right to modify this job description at any time.