

**Job Title: Show Specialist**  
**Department: Mobility and Logistics**

### **Position Overview**

The Show Specialist plays a pivotal role in the planning, coordination, and execution of trade shows and related events. This position requires a detail-oriented and highly organized individual who excels in a fast-paced environment and can manage multiple projects simultaneously. The Show Specialist ensures that all aspects of the trade show experience are executed flawlessly, contributing to the overall success and reputation of the company. This role specifically supports INA PAACE Automechanika Mexico and the outbound sales team for International Mobility and Logistics Portfolio.

### **Essential Duties and Responsibilities**

#### **1. Event Planning and Coordination:**

- Assist in the development and execution of trade show strategies, conferences, and customer events.
- Assist in the planning and executing of annual sales meetings, customer events, site visits/tours, and major trade shows.
- Work with cross-functional teams to manage event logistics, including venue selection, vendor relationships, speaker preparation, AV requirements, catering, and transportation as needed.
- Plan and execute company participation in trade shows, including selection, internal staffing, and hotel coordination. Manage on-site management as needed.
- Ensure all marketing materials and promotional items are prepared and available for events.
- Coordinate travel arrangements for staff attending trade shows and events.
- Collaborate directly with the team in Mexico to ensure seamless integration of international components.

#### **2. Project Coordination:**

- Track project milestones and deadlines to ensure on-time delivery of all trade show components.
- Collaborate with internal teams (e.g., marketing, sales, and operations) to align trade show objectives with company goals.
- Maintain comprehensive documentation and reports for each event.

#### **3. Marketing and Customer Service:**

- Assist with the development of promotional materials, including brochures, banners, and digital content.
- Coordinate pre-show and post-show marketing campaigns to maximize attendance and engagement.
- Provide exceptional customer service to exhibitors and attendees, addressing inquiries and resolving issues promptly.

4. **Floor Planning and Seminar Program Management:**
  - Design and manage floor plans to optimize exhibitor placement and attendee flow.
  - Oversee the planning and execution of seminar programs, including scheduling, speaker coordination, and session logistics.
5. **Invoicing/Collections:**
  - Produce invoices and track payments for all of the events in our portfolio
  - Create POs for accounts payables
  - Work with internal sales and accounting teams to ensure that reporting is accurate and performed in a timely manner
6. **Sales and Lead Generation:**
  - Support sales initiatives by identifying and generating leads to maximize sales.
  - Collaborate with the sales team to ensure exhibitor satisfaction and retention.
7. **Data Analysis:**
  - Collect and analyze feedback from attendees, exhibitors, and internal stakeholders.
  - Provide post-show reports detailing performance metrics, successes, and areas for improvement.
8. **On-Site Support:**
  - Serve as the primary on-site contact during trade shows, ensuring smooth operations and addressing issues as they arise.
  - Oversee booth setup, staffing schedules, and event tear-down.

### **Qualifications & Work Experience**

- Bachelor's degree in Event Management, Marketing, Communications, or a related field (or equivalent experience).
- 2-4 years of experience in event planning, trade show coordination, or a similar role.
- Strong organizational and multitasking skills with a keen attention to detail.
- Excellent communication and interpersonal skills.
- Proficiency in event management software and tools (such as Sales Logix, Cvent, ExpoCad, Smartsheets, etc.).
- Familiarity with graphic design tools (e.g., Adobe Creative Suite) is a plus.
- Ability to travel frequently and work flexible hours, including evenings and weekends, as needed.
- Proficiency in English is a must and Spanish is desirable.

### **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.

- Ability to sit, stand, walk, and travel up and down stairs, crouch, stoop, and reach.
- Ability to lift up to 75 lbs.
- Prolonged periods of standing and walking during events.

### **Work Environment**

The work environment characteristics listed here are representative of those an employee encounters while performing the essential functions of the job. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Basic office environment
- Trade show environment

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.