

Job Title: Sales Associate - Textile Team**Position Overview**

The Sales Associate will be responsible for driving exhibitor sales and managing assigned prospects from initial outreach through contract completion. This role will build and maintain strong exhibitor relationships, recommend booth packages, sponsorships, and other solutions based on client needs, and contribute to achieving event revenue goals. The Sales Associate will also maintain accurate exhibitor data and collaborate with international sales partners and internal teams to support a smooth exhibitor experience from contract completion through event participation.

Key Responsibilities**Sales and Business Development**

- Develop and manage a targeted sales pipeline through prospecting, outbound outreach, referrals, industry research, and competitive trade shows
- Manage assigned leads from initial contact through contract completion using a consultative approach to recommend booth packages, sponsorships, and other solutions based on exhibitor needs
- Build and grow relationships with new and existing exhibitors through consistent follow-up, rebooking, booth upgrades, and promotional opportunities
- Meet individual sales targets, maintain accurate pipeline information, and provide regular forecasts and progress updates
- Monitor market trends and competitor activity, identify new sales opportunities, and share relevant market insights with the Sales Manager

Exhibitor Data Management and Sales Coordination

- Maintain, review, and update accurate exhibitor and sales data across CRM platforms, Excel, and internal systems, correcting missing, duplicate, or inconsistent information
- Track exhibitor contracts, required documents, deadlines, and online platform profile completion while preparing accurate exhibitor lists and sales reports
- Coordinate with exhibitors, international sales partners, and internal teams to collect required information and ensure a smooth transition from contract completion through event participation

Marketing and Event Support

- Collaborate with the marketing team on sales campaigns, promotional initiatives, lead follow-up, and market insights based on exhibitor needs and industry trends
- Provide on-site sales and exhibitor support during trade shows, including prospect meetings, exhibitor relationship management, and rebooking activities; domestic and international travel may be required

Qualifications

- Bachelor's degree in Business, Communications, or a related field preferred, with 2–3 years of B2B sales or related customer-facing experience
- Experience managing prospects throughout the sales process, including outbound outreach by phone and e-mail
- Strong communication, relationship-building, organizational, and time-management skills
- Strong attention to detail and proficiency in Excel, Outlook, and Word, including data management and mail merge; experience with CRM systems, preferably SAP Sales Cloud, is a plus but not required
- Experience in trade shows, events, or international business is a plus; ability to travel as needed is required, and additional language skills are preferred

What We Are Looking For

- A proactive, results-driven professional who takes ownership of sales opportunities from initial outreach through contract completion
- A confident and persistent communicator who enjoys developing new business, building relationships, and helping exhibitors find the right solutions
- A highly organized and detail-oriented individual who can manage multiple priorities while maintaining accurate sales and exhibitor data
- A collaborative and adaptable team member who works effectively with international partners and internal departments in a fast-paced event environment