

Job Title: Sales Associate
FLSA: Exempt
Updated: August 7, 2026

About the job

Join Messe Frankfurt as a Sales Associate – Drive Growth in Global Trade Shows!

Messe Frankfurt is one of the world's leading trade fair, congress, and event organizers, hosting cutting-edge trade shows that bring together industry giants and emerging brands. We are at the forefront of connecting global businesses, and we are looking for a results-driven, sales-oriented professional to join our team as a Sales Associate.

Do you have a passion for sales and market research? Are you eager to expand Messe Frankfurt's global footprint and help top-tier companies grow by showcasing their products in our prestigious trade shows? If you thrive in a dynamic environment and are driven to achieve sales goals, this is the opportunity for you!

What You'll Do:

Support the Show Manager to grow exhibitor sales and deliver an exceptional exhibitor experience across Messe Frankfurt trade shows. You'll own sales administration, prospecting, exhibitor communications, and onsite coordination—keeping operations running smoothly and exhibitors delighted. Your key responsibilities will include:

- Help execute sales campaigns and support the Show Manager on customer outreach and account management.
- Prospect, qualify, cold-call, and convert new US exhibitor leads.
- Maintain and update sales databases, floor plans, timelines, and reports.
- Process purchase orders, invoices, confirmations, catalogue orders and ancillary service requests (SAP experience beneficial).
- Coordinate exhibitor services and handle requests or issues before, during, and after events.
- Support creative revenue ideas beyond booth sales (sponsorships, activations).
- Coordinate promotional material distribution with Frankfurt and brand managers.
- Train and supervise temporary/on-site staff as needed.
- Contribute to daily record-keeping, communications, and show positioning.

What We're Looking For:

- Proven Sales Success: A track record of at least 2-3 years in sales, ideally within the trade show, events, or B2B sectors. Familiarity with the exhibition or event industry is a plus.

- Research and Analytical Skills: Strong ability to gather and analyze market data to inform sales strategies and identify untapped opportunities.
- Exceptional Relationship Building: Proven experience in managing and cultivating relationships with domestic and international clients, with the ability to understand their business needs and offer tailored solutions.
- Results-Driven: A passion for sales and a proven ability to meet and exceed targets. You're motivated by growth and have a keen understanding of how to drive revenue through strategic sales efforts.
- Creative and Innovative Thinker: Able to think outside the box and approach challenges with fresh, innovative ideas to enhance the sales process and exhibitor experience.

What's In It For You:

- Impactful, collaborative sales environment with visible results.
- International Travel possible
- PTO: 20 days/year, increasing by 1 day per year up to 30 days.
- 12 paid holidays (separate from PTO).
- Medical, dental, and vision coverage.
- 401(k) retirement plan.
- Health club subsidy

Desired Qualifications & Experience

- BA or higher.
- Excellent written and verbal communication.
- Proactive, innovative self-starter with strong follow-through.
- Ability to build collaborative relationships with exhibitors and internal teams.
- Proficiency in MS Office; familiarity with contact-management systems.
- Trade show or events experience is a plus.

Knowledge and Abilities

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed here are representative of the knowledge, skill and ability required. Under the ADA, reasonable accommodations may be made to enable individuals with disabilities to perform essential functions.

- Ability to be present in the office.
- Ability to travel is required-domestic and international.
- Ability to pass a background check and drug screening test

Education Qualifications and Work Experience

- Bachelor's degree or equivalent work experience
- PC skills: Proficiency in Microsoft Office Suite, familiarity with Smartsheet and SAP desired
- Organizational and time management skills
- Proven ability to multi-task, manage multiple priorities, and meet deadlines.
- Strong customer relations and client support skills
- Travel required, ability to work a flexible and demanding schedule

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 work long hours on-site at shows.
- Ability to sit, stand, walk, and travel up and down stairs, crouch, stoop, and reach.
- Ability to lift up to 50 lbs.

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
- Basic 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.