

**Job Title:** Show Specialist  
**Department:** Events  
**Reports to:** VP of Mobility and Logistics Shows  
**FLSA Status:** Exempt  
**Updated:** February 23, 2026

### Job Summary

Organizing world-class international B2B trade shows is the cornerstone of our business. As a **Show Specialist**, you are the visionary and project lead for our premier events. You will design, plan, and execute high-impact show productions that meet company branding objectives and deliver exceptional value to our customers.

Reporting directly to the Vice President, you will spearhead budget development, sales strategies, and marketing direction. You are responsible for ensuring that marketing, sales, and operations teams remain aligned, on schedule, and within budget. This role requires a dynamic leader who can balance creative vision with meticulous execution and diplomatic stakeholder management.

### Essential Duties and Responsibilities

#### Sales & Financial Administration

- Negotiate booth placement with international, Mexican and US exhibitors and/or sales partners.
- **Sales Proposals:** Prepare and refine comprehensive sales proposals (under executive oversight) to secure key exhibitors and partners.
- **Contract Management:** Coordinate the end-to-end space contract processing lifecycle utilizing SAP to ensure accuracy and compliance.
- **Financial Oversight:** Partner with the Finance team to oversee invoicing and collections, ensuring all payments are secured prior to show opening.
- **Reporting:** Deliver detailed weekly sales reports to leadership, tracking progress against goals and identifying market trends.
- **Revenue Strategy:** Evaluate and recommend pricing structures for exhibit sales, visitor passes, and conferences.
- Work with leadership to set targets and establish international pavilions, sales goals.
- Coordinate with sales partners to generate international sales.

#### Operational Excellence & Floor Management

- **Floor Plan Ownership:** Take full ownership of floor plan design and management using our floor planning system to ensure optimum traffic flow and booth placement.
- **Policy Enforcement:** Actively monitor and enforce subletting regulations to maintain the integrity and quality of the show floor.
- **Special Feature Execution:** Envision and execute high-value "Special Feature" areas, including pavilions, networking zones, and interactive displays.

- **Vendor Management:** Collaborate with Operations to select and manage high-quality vendors (general contractors, security, registration, etc.).

### Marketing & Brand Integrity

- Work with marketing manager to define exhibitors facing marketing message schedule.
- **Campaign Direction:** Guide the content for all digital and print media (social media, web, brochures, apps). Review and proof all creative materials for brand integrity.
- **Stakeholder Relations:** Build and maintain strong relationships with international sales partners and internal support teams.
- **Competitive Analysis:** Monitor industry shifts and analyze competitive events to maintain a market-leading edge.

### Evaluation & Reporting

- **Performance Metrics:** Lead pre-weekly post-show meetings to ensure team is following production schedule, deliverables and timeline.
- **Actionable Insights:** Analyze visitor/exhibitor survey results and develop concrete action plans to address areas of opportunity.

### Qualifications & Work Experience

- Bachelor's degree or equivalent work experience.
- 4+ years of relevant experience managing trade show events or conferences. (Preferred)
- Direct experience with SAP and modern floor planning software is highly preferred.
- Proven ability to manage complex workloads, prioritize requests, and meet rigid deadlines.
- Exceptional interpersonal and negotiation skills; able to influence stakeholders at all levels.
- Strong understanding of budgeting, invoicing, and collections processes.

### Skill Set

- Proven ability to communicate effectively and professionally with sales, marketing, executive management, and vendors at all levels.
- Strong problem-solving, negotiation, and interpersonal skills.
- Ability to manage workloads prioritize requests and meet deadlines
- Outstanding project management skills
- Ability to work independently with minimum direction
- Robust attention to the details without losing sight of the big picture.
- Ability to utilize computer software including MS Word, Excel, Outlook, PowerPoint
- Strong knowledge of Customer Relationship Management (CRM) systems and floor planning software is a significant plus.
- Trade show environment is preferred.

### **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, travel up/down stairs, crouch, stoop and reach.
- Ability to lift up to 25 lbs.
- Ability to work long hours outside of the normal work schedule during the shows.
- Ability to travel.
- Ability to pass a background check and drug screening test

**Work Environment:** Basic office environment; frequent travel and work within active trade show and event environments.

- Ability to travel is required-domestic and international.
- Ability to be present in the office

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.