

# EXHIBITION & SPONSORSHIP MANAGER

Location: Vancouver or Calgary (fully remote)

## POSITION OVERVIEW

We are seeking a highly organized and detail-oriented Exhibition & Sponsorship Manager to join our dynamic project management team. In this role, you will be the primary point of contact for our valued sponsors and exhibitors after their booking is received. Your main responsibility will be to ensure the successful delivery and fulfillment of all promised benefits, guaranteeing a positive experience and a successful event as well as work on the logistics for each trade show / exhibit, collaborate with show services and ensure flawless execution onsite. This role requires exceptional project management skills, the ability to juggle multiple events and clients simultaneously, and a commitment to delivering white-glove service. You will work cross-functionally with our sales, marketing, operations, and finance teams to ensure every detail is taken care of.

## PRIMARY RESPONSIBILITIES

### Sponsor & Exhibitor Relationship Management

- » Serve as the main point of contact for all confirmed sponsors and exhibitors.
- » Build and maintain strong relationships to ensure their needs are met throughout the event lifecycle.
- » Provide VIP-level customer service and support.

### Fulfillment of Deliverables

- » Track and manage all promised benefits, including:
  - Exhibition booth space allocation and logistics.
  - Sponsor branding and logo placement on event materials (website, app, signage, etc.).
  - Advertising and promotional opportunities.
  - Complimentary registrations and VIP passes.
  - Inclusion in publications and digital communications.
  - Draft, maintain, and manage the deliverables tracking grid.

### Exhibit Hall Management

- » Oversee comprehensive exhibit hall operations including floorplan design and layout.
- » Understand and apply general rules and regulations governing exhibitions.
- » Manage show decorator for signage, structures, and sponsored items.
- » Negotiate vendor contracts to meet company standards and client expectations.

### Tools & Logistics

- » Responsible for developing the sales portal including understanding tax implications and rules.
- » Manage day-to-day operations using the exhibit management tools.
- » Work with show services to develop and distribute the Exhibitor Kit.
- » Coordinate move-in and move-out processes for the exhibition hall.
- » Act as on-site point person during events to resolve issues and support sponsors/exhibitors (as necessary).



### Cross-Functional Collaboration

- » Partner with sponsorship sales and marketing to understand client expectations and package details.
- » Coordinate with internal teams and external vendors to ensure timely and accurate delivery of all sponsorship and exhibition elements.

### Communication & Documentation

- » Draft and send pre-event communications to sponsors and exhibitors.
- » Maintain accurate records of agreements, communications, and fulfillment status.
- » Provide regular updates and reports to the project management team.

### Budget & Financial Oversight

- » Evaluate and maintain event budgets against pre-set spending limits.
- » Provide accurate budget estimates pre-event and ensure post-event billing reflects actuals.

### Post-Event Follow-up

- » Collect feedback from sponsors and exhibitors.
- » Assist with post-event reports and recaps documenting successful delivery of benefits.

### Other Duties

- » Maintain department files and documentation.
- » Perform other duties as assigned.

## JOB REQUIREMENTS

- » 3–7 years of progressively responsible exhibit management experience.
- » Familiarity with Wild Apricot and EventsAir is a strong asset.
- » Experience in the **association market** and **multi-client environments** preferred.
- » Ability to prioritize and manage multiple projects and deadlines in a fast-paced, dynamic environment.
- » Eager to learn with a desire for career growth in the events industry.
- » CEM certification preferred but not required.

## PROFESSIONAL COMPETENCIES

- » VIP customer service mindset with a commitment to white-glove delivery.
- » Strong oral and written communication skills.
- » Team-oriented with independent judgment and vision.
- » Solution-oriented and creative problem solver.

## HOW TO APPLY

Qualified candidates are invited to submit their resume, cover letter and salary expectations by email to [careers@venuewest.com](mailto:careers@venuewest.com). Please include "Exhibition Manager Application" in the subject line. Venue West Conference Services encourages applications from candidates of all backgrounds. Please note that only candidates who are shortlisted for an interview will be contacted.



## A BIT ABOUT US

Venue West was founded in 1970 and has been an important part of the Canadian conference and association industry ever since. We are one of only 5 companies in Canada and less than 150 in the world who are certified by the International Association of Professional Congress Organizers to manage an international congress. We work with clients from across Canada and from around the world to manage small to large conferences, associations, and events.

## ADDITIONAL INFORMATION

**Position Type:** Non-Management

**Reports To:** Director of Operations/President

**Job Status:** Permanent Full-Time

**Location:** Remote – Calgary or Vancouver only

**Application Deadline:** When filled

Benefits package

Competitive salary