

ANNUAL WORK CYCLE

in support of clients' programs

Marketing Development

- Partner with the client on program development and scheduling
- Honor the existing format and create new sponsorship options
- Match program topics with potential grantors and sponsors
- Confirm accuracy in exhibit schedule, opportunities and logistics
- Collect information and objectives needed for grant applications
- Identify ways to increase income from exhibit/sponsor/grant funding

Execution & Reconciliation

- Ensure accurate sponsor recognition on signage and in publications
- Manage exhibitor and sponsor registration, badging and onsite services
- Assist client with onsite signage, exhibitor move-in, services and move-out
- Provide follow-up Q & A and thank you letters to exhibitors/sponsors
- Fulfill grant requirements for budget reconciliation and evaluation data
- Allow early opportunities and agreements for companies to sign up for next year
- Start the cycle over again...

Sales

- Work closely with existing exhibitors and strengthen relationships
- Research and solicit new sponsors, exhibitors, and grantors
- Provide individualized reasons to exhibit to all interested companies
- Apply for, and complete all phases of targeted educational grants
- Create exhibitor website to market opportunities and provide exhibitor services, online agreement forms and floor plan assignments
- Collect and process agreements, descriptions and badging information
- Receive, confirm and track all exhibitor payments
- Maintain database of all communications, efforts, current contacts & results
- Provide continuous status reports and forecasting data to the client

Service

- Answer exhibitor questions and requests throughout the year
- Consistently follow-up with exhibitors and prospects regarding updates, announcements and new developments
- Implement any necessary changes and resolve problems for exhibitors
- Assume the workload of handling annual communications and exhibitor related issues for the client
- Work with the client's meeting planner, program chair, facility, hotel and general contractor on meeting logistics
- Share updates with the client as often as requested on current activities