



gSource, LLC  
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## Job Description

Job Title: Trade Show Coordinator  
Job Summary: Coordinate all trade shows; attend select trade shows; demonstrate and sell gSource products at trade shows attended  
Wage Category: TSC I, II, III  
Department: Marketing  
Reporting to: Marketing Manager  
FLSA Status: Exempt (Fair Labor Standards Act)

Responsibilities of essential functions include:

1. Organize, attend and sell products at domestic and international trade shows (typically, but not limited to, 20 trade shows per year)
2. Coordinate logistics for all trade shows and/or conferences where company exhibits/attends
3. Select booth space from floor plan, submit booth application, process payment, request insurance certificate, register booth attendees, order booth furnishings and services, complete and submit all required exhibitor information and forms, review and ensure exhibit rules and regulations are followed
4. Create, organize, maintain show materials and supplies, product sample packing lists, printed literature, giveaways
5. Maintain and update all trade show forms as needed, ensure booth attendees complete all trade show forms required
6. Collect, input and disseminate trade show details to booth attendees, Marketing Manager and President
7. Research, recommend and/or order display materials, printed literature, giveaways as needed
8. Arrange cost effective transport of all show materials to and from show site
9. Schedule, organize, prepare and attend all pre-show planning and post-show review meetings
10. Publish yearly trade show calendar, update website, Outlook calendar for trade show booth attendees and internal travel calendar with information
11. Take orders placed by trade show attendees during trade shows, enter sales orders into Sage, handle credit and/or cash payments when required
12. Research and book cost effective trade show travel and hotel for company booth attendees
13. Research and suggest to management other trade shows to consider attending
14. Train gSource booth staff on trade show booth etiquette, trade show forms and procedures
15. Maintain benchmarks and records on show demographics, sales, leads, expenses, evaluations and present summary to management
16. Coordinate all pre-show and post-show marketing efforts in support of trade shows and other events as needed, including preparing and sending emails to customers of trade show information and special promotions and/or announcements, and report on feedback to management
17. Arrange product displays and demonstration areas to attract show attendees
18. Demonstrate and communicate product features and benefits to show attendees
19. Suggest products and provide appropriate literature to meet show attendees' needs
20. Act as Booth Leader during attended trade shows
21. Identify, record and report on qualified trade show leads and feedback received
22. Submit and/or collect from booth attendees a trade show evaluation at the conclusion of trade show for review at post-show meeting and pre-show planning meeting the following year
23. Assist Marketing Manager, Marketing Associate, Marketing Assistant as needed

- 24. Research and book company travel arrangements for staff
  - 25. Assist with cross reference and other marketing projects as assigned
  - 26. Schedule and plan company functions/outings
- Responsibilities of non-essential functions include:
- 27. Maintain commitment to Quality Goals and Quality Policy
  - 28. Complete jobs and tasks as assigned
29. Working Schedule: 7:30am to 4:15pm with a 45 minute unpaid lunch

Employee: \_\_\_\_\_  
Last Name First Name Initial

Nothing in this job description restricts management's right to assign or reassign responsibilities to this position at any time.

Signatures:

\_\_\_\_\_  
 Employee mm / dd / yy

\_\_\_\_\_  
 Manager/Supervisor mm / dd / yy