

Exhibits & Advertising Manager

EXHIBITS

This position is responsible for the management of exhibit space rental operations during the SUN 'n FUN Aerospace Expo and other ACE/SNF events as needed, and is directly responsible for over \$1.6M of event revenue annually. This position requires knowledge of the following:

- Must interact with client, become familiar with their product and/or service to better provide them the assistance and support.
- Aviation knowledge is very helpful.
- Developing and implementing annual exhibit contracts rules and regulations.
- Must communicate well by email, phone and in person with current and potential clients, business partners and sponsors.
- Prospect for new business
- Must be able to read site maps, understand space dimensions and offer space options.
- Must interact with event support vendors and supply needed information as required.
- Work collaboratively with the Marketing and Sponsor departments to meet overall event goals.
- Work directly with Food Service department on placement of vendors during Expo, provide space options for new locations if needed.
- Work directly with the Event Director in coordination of exhibit space placement, movement or changes that may impact the overall event.
- General computer skills, email, databases, spreadsheets and managing department budget

ADVERTISING

Manage and oversee the ACE and SUN 'n FUN Aerospace Expo advertising sales in all media formats; including print and digital. This position shares many of the same requirements mentioned above, in addition the following knowledge and/or responsibilities are required:

- Understand print layout requirements and be able to explain requirements to clients.
- Interact with ad agencies to promote SUN 'n FUN and ACE to their clients.
- Cultivate new advertising leads, develop new advertising revenue streams with a plan and ability to promote them.
- Develop annual advertising promotional sales packages for all advertising opportunities.
- Management of active advertising contracts, incoming ads and invoice review.

SUN 'n FUN enjoys a varied and talented volunteer work force; both the exhibit operations and advertising department have depended heavily on volunteer support to assist with the success of both departments. Working with and sustaining relationships with our valued volunteers is very much encouraged.