



## PPAI JOB DESCRIPTION

### *Show Manager*

PPAI's Show Manager is a key contributor to the strategic planning for the PPAI trade show(s) and will work with leadership to ensure that the association's mission, vision, and overall strategic objectives are represented and supported at the show(s).

As the key contact for discussing all elements related to the show(s), the show manager will have general knowledge of all show areas and specific knowledge of details related to the operational aspects.

Through department leadership and cross-departmental collaboration, the show manager will oversee the planning, operations, and successful execution of the show(s). Delivering a dynamic and best-in-class event that brings together the promotional products industry for a valuable and engaging experience while cultivating an atmosphere internally of collaboration, integrity, trust, and respect.

As department leader, this person will spend time developing their team and building their confidence to grow and take on additional responsibilities.

This is an ideal position for a driven professional who values developing others, has a proven track record of managing large-scale tradeshows, and someone who stays on top of best practices and trends in the trade show industry.

**PPAI's Mission** To be the voice and the force to advance the Promotional Marketplace for the benefit of our community.

**PPAI's Vision** Promotional Products are universally valued and essential to every brand.

#### **Reporting Structure**

Title of reporting manager: Vice President, Revenue & Expositions
Department: Expositions

#### **Job Status**

FLSA Status (Exempt / Non-Exempt): Exempt
Compensation (Hourly / Salary): Salary
Job Status (Full-Time /Part-Time /Temp): Full-Time
Daily Schedule (Start time Flexible / Not Flexible): Start time Flexible
Work Location: Hybrid

#### **Job Discretion**

How many people does this position supervise: 2+
Does this position have disciplinary responsibilities: Yes

Does this position have hiring / termination responsibilities: Yes
Does this position have evaluation responsibilities: Yes

### **Essential Functions and Primary Duties**

- Create and oversee the implementation of strategies, objectives and KPIs for PPAI trade show(s). Reporting out to VP on a regular basis.
- Responsible for developing, understanding, and managing the annual department and trade show budget to meet or exceed expectations.
- Work collaboratively with other internal stakeholders, such as business development, marketing, media, and professional development to promote and execute a dynamic and successful event.
- Regular communication and collaboration with Director, Business Development regarding sales, floor plan management and other items as needed. Understand that revenue and exhibitor needs are to be prioritized.
- Regular communication and collaboration with marketing. Providing timely review and approval of marketing efforts, copy and initiatives.
- Oversee cost-benefit analysis for tradeshow related products, events, and experiences.
- Develop and execute on comprehensive growth strategies, developing related evolution metrics.
- Lead department in development and management an 18-month planning schedule. Overseeing the communication of milestones and deadlines to internal staff and third-party vendors.
- Oversee and/or directly manage the relationship with third-party vendors and contractors through the life cycle of the event(s). Includes leading RFPs and contract negotiations.
- Lead expositions department. Develop and provide guidance to direct reports. Encouraging them to grow and advance as industry professionals. Doing so in a way that reinforces a feeling of respect for them in their roles.
- Identify opportunities for improvement and drive efficiency in operations.
- Ability to work well under pressure, prioritize tasks effectively and handle changing priorities and tight deadlines.
- Organize and lead post-show analysis to measure the success of the show and the operation's related processes. Using internal and external feedback as well as data to support recommendations for improvements and investments for future years.

- Use excellent communication and interpersonal skills to build trust and maintain relationships with clients, vendors and stakeholders (internal and external).  
stakeholders.
- Other duties as assigned by Vice President.

**Association Wide Responsibilities & Values (expectations of everyone)**

- Provide honest and ongoing communication as needed to support success throughout the organization
- Meet established deadlines for all projects, reports and communications for all audiences both internally and externally.
- Provide high-quality products, reports, communications and projects for all audiences internally and externally.
- Be fair, consistent, responsive and supportive of leaders, staff, board members, members and vendors
- Help PPAI to continually seek improvement. Be prepared to personally manage changes taking place within PPAI and the industry.
- Be empowered, accountable and responsible for your career success, actions, influence and impact upon the organization as a whole.
- Foster cultural values, mission and overall organizational guidelines of PPAI.

**Education Requirements**

School/Certification Authority	Degree/ Certification	Major/ Minor
High School (Required)	Diploma	
College (Preferred)	Bachelors	

**Experience Requirements**

Type of Work	Years of experience	Depth of Experience
Trade Show Operations	5-7+	Show Manager Experience Preferred

**Knowledge, Skills and Abilities**

KSA's	Years of experience	Depth of KSA's
Proven Leadership & Management Skills	5+	High
Excellent Communication Skills (verbal, written, and presentation)	10+	High

Demonstrated Organization and Project Management Skills	10+	High
Emotional Intelligence: Self-Motivated, Self-Awareness, Empathy, Self-Regulation	10+	High

### **Physical Requirements**

- \*Sitting: Yes
- \*Standing: Yes. At PPAI Events, extended periods of standing required
- \*Lifting: Yes – 25 lbs.
- \*Pushing/Pulling - Yes
- \*Bending/Stooping - Yes
- \*Extended work hours, extended weeks (endurance requirement). Travel to and work offsite at PPAI Events as required. Requires extended work hours and beyond the standard 8-hour work day.

### **Work Environment**

- \*Office environment
- \*Trade show floor or event venues – Requires extended period of times walking and standing.
- \*Temperature controlled environment – in office, but not always at PPAI Events.
- \* Travel: Must be able to travel