



VP, Event Marketing

Who We Are

Tradeshow Logic is a full-service show management and event solutions company with more than 25 years of experience helping associations create more buyer-seller connections, increase marketing & engagement, reduce the cost of participation, and elevate the experience for all stakeholders. We are a U.S. subsidiary of Messe Muenchen, one of the world's leading exhibition companies based in Munich, Germany.

TL offers a full suite of services including total event management, insights & data analytics, exhibitor sales & sponsorship, vendor strategy, event operations & logistics, audience acquisition & marketing, and customer care.

Our Culture Code

Tradeshow Logic's culture is driven by a shared passion to be proactive change agents. We are not bound by the way things have always been done; we are driven by how to do them better. Those who join Tradeshow Logic understand, believe in, and value our mission and our culture – and they seek to protect it.

- **Honest & Transparent** – We are a tightly bonded team anchored by passion, empowerment and collaboration. We share ideas, give feedback graciously and accept failure as the cost of innovation.
- **A Group of Over Achievers** – When we go in, we go ALL in. We just can't help ourselves. We always over-deliver. Always.
- **Customer-Centric to the Core** – Our company is nimble and flexible and therefore supremely skilled at accommodating our clients. We give them what they want and help them do the same with their own customers.
- **Our People = Our Strength** – Tradeshow Logic is full of innovative, creative, resourceful thinkers who have a reputation for helping clients imagine and execute new solutions to overcome challenges and grow event success.
- **Remote Office Environment** – We attract such wonderful talent, partially because of the flexibility of our work environment and our commitment to work-life balance. Since everyone works remotely, our employees thrive on being trusted and empowered to make a difference. They appreciate their flexibility and in return give willingly to clients 100% of the time.
- **Diversity & Inclusion** – At Tradeshow Logic, people come first. As an organization, we are committed to equitable inclusion and the value of diverse perspectives and experiences. To encourage and empower our team to perform at the highest level, and

with unwavering commitment to our mission, we foster and promote an accepting and tolerant environment for everyone in the Tradeshow Logic family.

Your Role at Tradeshow Logic – Position Overview

The **VP, Event Marketing** is a senior leader at Tradeshow Logic who works in close partnership with the TL leadership team and across all departments to define and execute marketing strategies that drive audience engagement, event attendance and exhibit and sponsorship revenue. This role plays a highly visible “thinking and doing” role – setting strategic direction while also ensuring strong execution across all marketing initiatives.

The VP, Event Marketing owns the full event marketing lifecycle across a portfolio of U.S.-based and international show brands produced by Tradeshow Logic. This includes audience growth and demand generation, brand positioning, attendee and exhibitor care and communication, onsite experience marketing and post-event performance measurement, ensuring every event delivers clear and measurable business outcomes for attendees, exhibitors, sponsors and partners.

This leader blends strategic vision with hands-on execution, translating business objectives into actionable marketing plans and overseeing the tactics required to deliver measurable results. The role is responsible for building scalable, cost-effective marketing programs, managing budgets and resources, and leading high-performing teams to execute plans efficiently.

The VP, Event Marketing ensures marketing efforts are tightly aligned with sales, show management and executive leadership while maintaining a strong focus on clear, timely and value-driven communications that support positive attendee and exhibitor experiences. This role oversees internal marketing directors as well as freelance contractors and vendors to successfully execute programs across multiple event brands.

Key Responsibilities

Event Marketing Strategy & Growth

- Own the marketing vision and strategic roadmap across all events, aligned with business objectives and revenue goals
- Drive audience acquisition, retention and engagement strategies across multiple event formats and market segments
- Define and communicate clear value propositions that position events as must-attend experiences for attendees, exhibitors and sponsors
- Identify and execute growth opportunities through audience expansion, content strategy, experience design and digital optimization

Demand Generation & Audience Development

- Lead integrated, multi-channel marketing campaigns across email, digital, social, content, partnerships and paid media

- Oversee segmentation, targeting and personalization strategies to drive qualified attendance and engagement
- Optimize the full attendee journey from awareness and registration through onsite engagement and post-event follow-up
- Partner closely with sales teams to support exhibitor and sponsor acquisition through aligned messaging, creative direction and campaigns

Brand, Content, Creative & Digital Experience

- Set content strategy and messaging standards that clearly articulate the “why,” communicate value and drive action
- Lead and manage internal and external copywriting and content development resources to ensure high-quality, on-brand and results-driven output
- Review, guide and approve final marketing copy to ensure clarity, accuracy, differentiation and strong calls to action
- Oversee graphic design and creative development to ensure consistent, high-quality visual execution across all event marketing assets
- Lead website strategy, design and development for event websites, ensuring clarity, usability, conversion and brand alignment
- Ensure brand consistency and message clarity across all attendee and exhibitor touchpoints before, during and after events
- Guide event storytelling, content development and experience marketing initiatives in partnership with event and operations teams

Data, Analytics & Performance

- Define and track KPIs tied to attendance, engagement, revenue impact and retention
- Use performance data to inform messaging, creative and digital optimization decisions
- Coordinate marketing technology platforms including CRM, email marketing, analytics and event technology tools
- Translate results into actionable insights for executive leadership and key stakeholders

Team Leadership & Cross-Functional Collaboration

- Build, lead and mentor a high-performing event marketing, creative and digital team
- Establish clear priorities, workflows and accountability across marketing, content, design and web initiatives
- Foster strong collaboration with sales, show management, operations and executive leadership
- Champion an environment of ownership, creativity and continuous improvement

Who Succeeds in This Role

This role is ideal for a strategic, hands-on event marketer who understands how digital and content-driven marketing directly influence attendance, exhibit sales and sponsorship revenue.

Successful candidates are:

- Big-picture thinkers who are equally comfortable executing and guiding teams
- Revenue-minded marketers who connect strategy to measurable outcomes
- Strong collaborators who thrive in cross-functional and client-facing environments
- Clear communicators who understand the “why” and translate value into action-driving messaging

Top performers are comfortable wearing multiple hats, leading initiatives and managing internal teams and external partners. They take a roll-up-your-sleeves approach, push beyond traditional event marketing and stay focused on results.

Success in this role is measured by client satisfaction and by achieving established revenue and attendance goals.

Qualifications & Experience

- Bachelor’s degree in marketing, communications or a related field
- 7–10+ years of experience in event marketing, B2B marketing or experiential marketing
- Proven success driving growth for large-scale conferences or trade shows
- Strong understanding of audience development, demand generation and lifecycle marketing
- Demonstrated ability to lead content strategy and manage copywriting and creative resources
- Excellent communication skills with a strong grasp of messaging, positioning and value propositions
- Data-driven mindset with the ability to balance insight and creativity
- Experience managing budgets, timelines and cross-functional teams
- Proficiency with marketing and collaboration tools such as HubSpot, Basecamp, Microsoft Office, Adobe Creative Suite and paid media platforms
- Highly organized, self-directed and effective in a fully remote work environment
- Willingness to travel to client events and participate as part of onsite show teams

Equal Opportunity Employer

Tradeshow Logic is an equal opportunity employer that is committed to inclusion and diversity. We take affirmative action to ensure equal opportunity for all qualified applicants without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, veteran status, or other legally protected characteristics.

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