



Account Executive – Exhibit & Sponsorship Sales

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.

The Tradeshow Logic Philosophy

Tradeshow Logic believes exhibitors are the heart of the industry. We're determined to make a difference redefining the experience for today's exhibitors and sponsors and have an established reputation of challenging industry norms and shifting industry paradigms to deliver better results.

We don't just sell booth space; we sell experiences. Unlike the traditional sales methodology that focuses on features like space, rates and other mechanics, Tradeshow Logic implements programs that produce long-term value. We excel at designing and executing customized, strategic exhibitor sales and marketing plans that focus on both retention and market growth.

We do this by conducting research to gain insight into exhibitor/sponsor goals and objectives, target segments, geographic demographics, ROI measurements, preferred marketing mediums, major reasons for exhibiting/sponsoring and more. From this data, we suggest value propositions that attract new exhibitors and sponsors, bolster exhibitor and sponsor engagement opportunities and deliver an improved experience for all shareholders and participants.

Your Role at Tradeshow Logic – Position Overview

Tradeshow Logic strives to offer unparalleled exhibit and sponsorship sales and marketing services to our clients through proactive and insightful engagement with potential exhibiting audiences. It's your desire to be immersed in the markets we represent and your ability to assess ongoing market intelligence regarding exhibitors and sponsors' goals, objectives, ROI

measurements & objections through direct dialogue that allows us to grow sales through greater market insight and enhances our marketing tactics to ensure we exceed budgeted revenue targets.

To that end, the Account Executive position demands a highly motivated person who appreciates the need for person-to-person communication and possesses a strong work ethic, is resourceful, detail oriented and has the desire to excel at achieving outcomes in a team environment.

Responsibilities of an Account Executive

In this role you will need to:

- Be a customer advocate who can implement sales programs that produce long-term value for exhibitors and sponsors.
- Excel at designing and executing customized, strategic exhibitor sales and marketing plans that focus on market growth.
- Manage the full sales cycle: prospect → qualify → present → close
- Use HubSpot to manage activity, forecasting and pipeline hygiene
- Exceed monthly, quarterly and annual revenue goal
- Deliver accurate forecasts and sales reportin
- Gather market feedback to improve pricing, packaging, and go-to-market strategy.
- Recommend best practices to ensure that ROI for your customers is being measured, recorded and continuously improved.

What You Must Bring to This Role

- 3 - 5+ years of B2B sales experience (trade shows, media, sponsorships, association sales or similar preferred)
- Proven success in outbound prospecting and closing new business
- Strong consultative selling and negotiation skills
- Comfortable operating in a metrics-driven environment
- Experience using HubSpot or similar CRM systems
- Experience with event platforms such as Map Your Show, eShow, or similar is a plus
- Highly organized, self-directed and competitive
- Strong communication and presentation skills

Who Wins in This Role

- Hunters who enjoy opening doors and creating opportunities.
- Closers who take ownership of revenue targets.
- Strategic thinkers who understand customer ROI.
- Resilient professionals who embrace rejection and stay consistent.

- Team players who move fast and execute.

Benefits

- Competitive base salary + uncapped commission
- 100% remote work environment
- Health, Dental & Vision insurance
- Unlimited vacation policy
- Career growth in a high-impact organization

SEND RESUME & COVER LETTER TO:

Hilary Manning, VP of Sales at hmanning@tradeshowlogic.com

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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