



Event Operations Manager

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

As an **Event Operations Manager** at Tradeshow Logic, you play a key role in delivering high-quality event experiences for our clients, sponsors and exhibitors. This position is primarily responsible for sponsor fulfillment, ensuring contracted benefits are executed accurately, on time and in alignment with client and sponsor expectations. You will also support the development of sponsorship offerings by researching pricing and new activation ideas. Through strong coordination, proactive communication and effective use of technology, you help protect event revenue, improve efficiency and support long-term sponsor relationships. In addition, this role provides support for exhibitor services and select event operations.

Working across multiple clients and events, you will serve as both a representative of Tradeshow Logic and an extension of each client's team, ensuring their brand, commitments and stakeholder relationships are upheld with professionalism and care. This position reports to the EVP, Event Strategy and collaborates closely with Show Directors, the Sales Team, Event Managers and clients.

Key Responsibilities

Sponsor Fulfillment & Support (Primary Focus)

- Serve as the primary point of contact for sponsors to ensure successful activation and delivery of contracted benefits.
- Research sponsor pricing, competitive offerings, and new activation opportunities to support sales in package development and enhance sponsor value.
- Monitor fulfillment costs, identify efficiencies, and collaborate with Sales to align pricing with delivery expenses and protect event margins.
- Coordinate with vendors, marketing, operations, sales, and onsite teams to execute sponsor deliverables across print, digital, and onsite assets.
- Track and manage sponsor deliverables, including asset collection, approvals, production and placement, to ensure accurate, on-time fulfillment and brand compliance.
- Support sponsor retention through exceptional service and post-event reporting that demonstrates delivered value.
- Identify process improvements and provide operational insights to enhance efficiency, stakeholder satisfaction, and future sponsorship offerings.

Exhibitor Services & Support

- Provide proactive support to exhibitors, answering questions and guiding them through event requirements, deadlines, and opportunities.

- Assist with exhibitor communications, service kits and pre-event preparation to ensure a smooth experience.
- Provide customer support at onsite exhibitor service desks, resolving issues with professionalism and efficiency.

Event Operations & Planning Support

- Assist with event logistics related to areas such as gathering speaker information, reviewing signage, onsite activations and others as needed.
- Support the development and implementation of operational processes that enhance efficiency and consistency across events.
- Travel to events to provide onsite support as needed, ensuring a high-quality experience for clients, sponsors, and exhibitors.

Client Representation & Service Excellence

- Act as an extension of each client's team, representing their brand and stakeholder relationships with professionalism and care.
- Build strong relationships with clients, ensuring fulfillment aligns with their goals and objectives.
- Communicate proactively with clients and internal teams to manage expectations, timelines, and deliverables.
- Identify opportunities to enhance sponsor and exhibitor value while protecting event revenue and client satisfaction.

Who Succeeds in This Role

Successful candidates are proactive, detail-oriented professionals who enjoy working independently, taking pride in owning their work, and deliver exceptional experiences while leveraging technology to improve processes and efficiency.

You will excel in this role if you:

- Have experience in trade shows, conferences, events or association management, particularly in sponsor or exhibitor services.
- Are highly organized and able to manage multiple events, clients and priorities simultaneously.
- Communicate clearly and professionally with clients, sponsors, exhibitors and internal teams.
- Approach challenges with a solutions-oriented mindset and remain composed under pressure, especially onsite.
- Understand the importance of fulfilling contractual commitments and protecting client revenue.
- Continuously look for ways to improve efficiency, enhance the client and customer experience, and strengthen overall event delivery.

Qualifications & Experience

- 3+ years of experience in trade shows, conferences, events or a related client services environment.
- Experience managing sponsor deliverables, exhibitor services or event operations in a live event setting.
- Proven ability to manage multiple projects and deadlines across concurrent events.
- Strong customer-facing skills, with the ability to represent both Tradeshow Logic and its clients professionally.
- Excellent communication, organization and problem-solving skills.
- Experience coordinating with vendors and other team members to deliver on commitments.
- Highly organized, self-directed and effective in a fully remote work environment.
- Willingness to travel and participate as part of onsite show teams.
- Demonstrated ability to leverage technology and tools to improve efficiency, accuracy and stakeholder experience.

Benefits of Working at Tradeshow Logic

- Annual Salary Range: \$65,000 - \$75,000
- Health, Dental & Vision insurance
- Unlimited vacation time
- 100% remote workforce

SEND RESUME & COVER LETTER TO: [Jamie Hillegas at jhillegas@tradeshowlogic.com](mailto:jhillegas@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.