



## Event Operations Manager, Sponsorships

### *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 and value 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 experiences for assigned events, whether managed on behalf of Tradeshow Logic (TL) clients or as part of TL's owned event portfolio. This position is primarily responsible for sponsor fulfillment, ensuring contracted benefits are executed accurately, on time, and in alignment with event goals and sponsor commitments. A key priority for this position is improving and automating sponsor fulfillment processes through the effective use of event technology, workflow platforms, and emerging tools. You will also support the development of sponsorship offerings by researching pricing and new activation ideas. Through strong coordination and proactive communication, 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 client-managed and TL-owned events, you will serve as a representative of Tradeshow Logic and, for client-managed events, as an extension of the client's team, ensuring applicable 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, as applicable.

### ***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.
- Evaluate and improve sponsor fulfillment workflows using event technology, project management platforms, databases, automation tools, and AI where appropriate to reduce manual work, improve accuracy, and provide greater visibility into fulfillment status.

- Take an active role in testing, configuring, and implementing new tools and workflows, documenting processes, and helping the Event Operations team adopt them successfully.

### **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 reviewing signage, supporting onsite activations, gathering speaker information, and addressing other needs as assigned.
- 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.

### **Stakeholder Relations & Service Excellence**

- Represent Tradeshow Logic on TL-owned events and act as an extension of the client's team on client-managed events, upholding the applicable brand and stakeholder relationships with professionalism and care.
- Build strong relationships with clients and internal show leadership, ensuring fulfillment aligns with event goals and objectives.
- Communicate proactively with clients, show leadership, and internal teams, as applicable, to manage expectations, timelines, and deliverables.
- Identify opportunities to enhance sponsor and exhibitor value while protecting event revenue and stakeholder satisfaction.

### ***Who Succeeds in This Role***

Successful candidates are proactive, detail-oriented professionals who enjoy owning their work, delivering exceptional sponsor experiences, and finding better ways to get things done.

### **You will excel in this role if you:**

- Have experience in B2B 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, show leadership, sponsors, exhibitors, and cross-functional teams.
- Approach challenges with a solutions-oriented mindset and remain composed under pressure, especially onsite.

- Understand the importance of fulfilling contractual commitments and protecting event revenue.
- Are naturally curious about technology and energized by evaluating how work is currently done, identifying inefficiencies, and using tools such as Airtable, project management platforms, automation, and AI to build better workflows.

### ***Qualifications & Experience***

- 3+ years of experience supporting B2B trade shows, conferences, association events, or a related client services environment, preferably from the event organizer, association, or event-management partner side.
- Hands-on experience coordinating sponsor fulfillment, including tracking contracted benefits, collecting assets, managing deadlines, coordinating with internal teams and vendors, and communicating directly with sponsors.
- 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.
- Highly organized, self-directed, and effective in a fully remote work environment.
- Willingness to travel and participate as part of onsite show teams.
- Technology aptitude demonstrated through experience using event technology, project management platforms, automation, or AI - or through a strong record of successfully learning and applying new tools.

### ***Benefits of Working at Tradeshow Logic***

- 100% remote workforce
- Unlimited vacation time
- Profit sharing
- Phone and internet stipend
- Childcare and pet care assistance for work-related travel
- Health, dental & vision insurance

### ***Compensation***

The salary range for this position is \$65,000 - \$75,000 annually, commensurate with experience and qualifications.

***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.