

## **Sales Coordinator**

### **FULLY REMOTE POSITION**

Expand your career in tradeshow management with a fully remote position. SB Expos & Events specializes in association events. As a technology-driven company, we are uniquely positioned to integrate live and hybrid components to maximize the potential of association events. We develop non-dues revenue from association meetings through exhibits, sponsorships, registration, and advertising while reducing association expenses through meeting logistics and event tech implementation. We sell/manage 40+ events for 28 different association clients.

We are seeking a Coordinator to support the Sales Team across our association clients. The ideal candidate has hands-on experience in expos and tradeshow operations, strong project management skills, and the ability to manage multiple clients and priorities in a fast-paced, collaborative environment.

#### **Key Responsibilities:**

- Support Sales Managers across multiple client programs and events
- Assist with prospectus development
- Develop booth pricing comparisons and supporting analysis
- Conduct outreach to past and potential exhibitors and sponsors
- Track sales activities and pipeline in Salesforce
- Research and identify new prospective companies for each show
- Analyze competitive events and exhibitors within the market
- Execute sales strategies developed by the Sales Manager
- Collaborate with the Sales Manager to develop phone and email sales scripts
- Draft compelling content for eblasts and marketing outreach
  
- Contribute to revenue growth through proactive prospecting and pipeline development (redundant)
  
- Attend client conferences and events to conduct sales for the following year's event

#### **Professional Skills & Attributes:**

- Flexible and adaptable, with the ability to manage shifting priorities in a fast-paced, client-driven environment
- Curious and eager to learn new tools, processes, and technology
- Takes ownership of work with a strong sense of accountability
- Organized with strong attention to detail
- Collaborative, communicative, and solutions-oriented
- Exceptional written and verbal communication skills
- Calm, professional, and client-focused under deadline pressure

#### **Requirements:**

- Demonstrated ability to proactively follow up and manage deadlines
- Ability to work in a multi-client, agency environment

- Willingness to travel approximately 20%, including onsite event support
- Proficiency with Microsoft Office software (Word, Excel, Outlook)
- **Entry Level: 0–3 years of experience in sales, preferably within expos, tradeshows, or events**
- Position is contingent on a successful background check
- Requires sustained walking/standing and frequent lifting/carrying up to 25 lbs. when on site

**Preferred Skills:**

- Experience with Cadmium event technology preferred; training will be provided
- Experience with CRM platforms (Salesforce preferred)
- Experience with email marketing platforms such as Constant Contact, Mailchimp, etc.

**Position Details:**

- Department: Sales
- Reports to: Director of Sales
- Location: Remote
- Employment Type: Full-Time, Exempt
- Salary Range: \$40,000-\$50,000

**Benefits:**

- Fully remote work environment
- Medical (50% of employee premium covered), dental, and vision insurance
- Health Savings Account (HSA)
- Paid Time Off, plus compensatory time for weekend work
- Paid holidays
- Summer hours
- 401(k) with automatic employer contribution

**Location Eligibility**

This position is not eligible for employment in the following states: IL, NY, WA, CA, CO, HI and AK

This position will need to work in eastern time zone hours.

SB is an Equal Opportunity Employer. All employment is decided based on qualifications, merit, and business need, without regard to race, color, religion, sex, sexual orientation, gender identity, national origin, disability, or protected veteran status.