
Exhibit and Sponsorship Specialist

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OUR MISSION

BICSI is a global professional association supporting the advancement of the information and communications technology (ICT) profession. Our vision is to be the preeminent ICT global authority with focused values in integrity, service, and excellence.

SUMMARY

The Exhibit and Sponsorship Specialist is responsible for managing and executing all aspects of exhibitor and sponsorship activities for BICSI's conferences and events. This role involves coordinating exhibitor contracts, booth assignments, logistics, sponsorship deliverables, and on-site floor management to ensure a seamless and successful experience for all stakeholders.

The Specialist works closely with internal teams, exhibitors, sponsors, and vendors to support BICSI's events portfolio, contributing to the overall success of the organization's conferences and events. Key responsibilities include maintaining positive relationships with stakeholders, providing exceptional service, and ensuring operational excellence.

The position requires exceptional communication and organizational skills, meticulous attention to detail, and the ability to manage multiple priorities in a dynamic, fast-paced environment. Reporting directly to a Conference Manager, with a dotted-line relationship to the Events Manager, this role also collaborates closely with the Business Development Manager of Exhibits, Sponsorships & Advertising.

SUPERVISORY ROLE

Supervises no employee(s).

DUTIES/RESPONSIBILITIES

To perform this job successfully, an individual must be able to perform each essential function satisfactorily. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions.

BICSI Conferences – Exhibits and Sponsorship Coordination

- Manages exhibitor and sponsor contract fulfillment, ensuring accurate execution and tracking of exhibitor/sponsor applications, invoices, payments, and responding promptly to inquiries.
- Develops and maintains exhibit hall floor plan in collaboration with the general services contractor and exhibit floor plan software provider, coordinating booth assignments with Conference Manager.
- Secures facility and fire marshal approvals for exhibit hall plans and ensures compliance with all safety and facility regulations.
- Facilitates exhibitor booth selection, utilizing approved floor plans and adjusting layouts to accommodate varied booth sizes as sales progress.
- Coordinates sponsor deliverables in collaboration with the Conference Manager and Business Development Manager, ensuring all sponsorship commitments are met for BICSI conferences and events.
- Collaborates with Marketing and Communications to fulfill exhibitor and sponsor promotions, including logo and ad placement, email distribution, and promotional item delivery.
- Coordinates on-site logistics for exhibitors and sponsors, acting as the primary contact for deliverables and deadlines.
- Provides on-site exhibit hall and sponsorship management, ensuring a smooth and professional experience for all stakeholders.
- Enforces exhibit hall rules and regulations during move-in, show days, and move-out to ensure safety and compliance.

**BICSI is an Equal Opportunity Employer Veterans/Disabled
EEO IS THE LAW**

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- On-site execution duties include:
 - Acts as the on-site point of contact for exhibitors during BICSI conferences, addressing inquiries and resolving issues promptly.
 - Oversees move-in and move-out activities, ensuring "NO FREIGHT" aisles are clear and union regulations are followed.
 - Coordinates with exhibit hall security to ensure effective badge enforcement and a secure environment.
 - Conducts pre-show and ongoing floor inspections to identify and address violations of display, sound control, or other regulations in collaboration with the Vice President of Meeting Services.
 - Ensures exhibit hall readiness by reviewing masking, signage, and cleanliness before show opening.
 - Coordinates with contracted decorator to manage installations and removals, adhering to display and union regulations, and assists with return of exhibitor crates.
 - Oversee the setup of all specialty areas, including the BICSI Booth, BICSI Theater, BICSI Technology Showcase, BICSI Cares, and special pavilions. Coordinates exhibitor and sponsor product placement and ensures timely returns post-show.
 - Supports exhibitor communication regarding show policies, including enforcing proper teardown times and assisting with exhibit booth drops as needed.

BICSI Events Coordination

- Supports the Events Manager in executing BICSI's Events portfolio for assigned events by managing operational and logistical aspects:
 - Oversees attendee registration, vendor and speaker communications, and logistical details for in-person events.
 - Coordinates the internal processes for Continuing Education Credits (CECs) and speaker presentation reviews to ensure compliance.
 - Communicates with volunteers, affiliates, and speakers regarding presentations, deadlines, and other meeting details to ensure smooth execution.
 - Manages and maintains event registration data, including processing registrations, vendor applications, and preparing name badges (as needed) while ensuring data accuracy and integrity.
 - Tracks registrations to ensure accurate CEC assignments and processes event rosters promptly post-event.
 - Obtains and manages event rosters for record-keeping and reporting.
 - Coordinates virtual event logistics, including:
 - Scheduling online rehearsals with hosts and speakers.
 - Communicating event details with registered attendees.
 - Ensuring high-quality production of virtual events.
 - Provides post-event analysis, including:
 - Creating detailed post-event reports to evaluate event success.
 - Maintaining attendance comparison graphs by event for strategic planning support.

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Continuous Improvement and Ancillary Responsibilities

- Supports the achievement of BICSI's organizational goals by contributing to the success of events and ensuring alignment with strategic priorities.
- Provides backup support for the Registration Specialist and assists with exhibitor registration during peak times or as availability allows.
- Serves as internal liaison for assigned events, facilitating communication and coordination across departments to ensure successful execution.
- Assists with the planning and execution of other meetings and special events as assigned, maintaining high standards of integrity, excellence, and service.
- Handles administrative tasks as needed to support event planning and operational efficiency.
- Stays current with industry trends and technologies, applying insights to enhance member services and event operations. Recommends innovative solutions and best practices to department Managers and the Vice President of Meeting Services.
- Supports process improvement initiatives by identifying opportunities to increase efficiency, reduce costs, and enhance the attendee and stakeholder experience.
- Adapts to departmental needs, performing other duties as assigned while maintaining flexibility with a high level of integrity, service, and excellence.

REQUIRED SKILLS/ABILITIES

To perform this job successfully, this individual should have:

- **Event Coordination Expertise:** Ability to manage logistical aspects of exhibitor and sponsorship activities, including booth assignments, floor planning, and contract fulfillment.
- **Organizational Skills:** Exceptional ability to prioritize tasks, manage multiple projects simultaneously, and meet deadlines in a fast-paced environment.
- **Communication:** Strong verbal and written communication skills for interacting with exhibitors, sponsors, vendors, and internal teams.
- **Attention to Detail:** High level of accuracy in managing contracts, tracking data, and ensuring compliance with regulations and deadlines.
- **Customer Service Orientation:** Strong commitment to providing a positive experience for exhibitors, sponsors, and attendees.
- **Technical Proficiency:** Familiarity with event management tools, exhibit floor planning software, collaboration platforms (Teams, Zoom, Jira), association management systems, and office applications such as Microsoft Office® Suite (Word, PowerPoint, Excel, Outlook, Project, Visio).
- **Problem-Solving:** Ability to anticipate and resolve issues proactively during pre-event planning and on-site execution.
- **Team Collaboration:** Works effectively with cross-functional teams, including Marketing and Communications, Sales, and others.
- **Knowledge of Industry Trends:** Awareness of best practices and emerging technologies in exhibit and sponsorship management.

TRAVEL

Up to 20% travel including two (2) one-week conferences each year, site visits and other industry events. Must have or be able to obtain a U.S. passport.

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EDUCATION AND EXPERIENCE

- High School diploma or GED required.
- Bachelor's degree in event management, marketing, business administration, or a related field is preferred, or equivalent experience required.
- Relevant certifications (e.g., Certified in Exhibition Management [CEM], Certified Trade Show Marketer [CTSM]) are a plus.
- Minimum of 2–4 years of experience in exhibit, sponsorship, or event coordination.
- Demonstrated experience managing exhibit hall logistics, sponsorship deliverables, and vendor relations.
- Experience with virtual event platforms and hybrid event coordination is a plus.
- Familiarity with exhibit floor planning software.
- Nonprofit association experience is desirable.

PHYSICAL REQUIREMENTS

The physical demands and work environment described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodation may be made to enable qualified individuals with disabilities to perform the essential functions.

The regular work schedule is 40.0 hours per week (Monday–Friday; daytime) and may require additional hours/overtime, as necessary. Must occasionally lift and/or move up to 25 pounds and stand/walk onsite at events for long durations. Specific vision abilities required by this job include close vision, distance vision, peripheral vision, depth perception, ability to adjust focus and ability to match or detect differences between colors, including shades of color and brightness. While performing the duties of this job, the employee is regularly required to talk or hear. The employee is frequently required to sit; use fingers and hands or feel and reach with hands and arms. The employee is occasionally required to stand and walk. The work environment is as follows: professional office environment; the noise level in the work environment is usually moderate.

COMPETENCIES

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions. To perform the job successfully, an individual should demonstrate the following competencies:

Analytical – Collects and researches data; Uses intuition and experience to compliment data; Designs work flows and procedures.

Problem-Solving – Identifies and resolves problems in a timely manner; Develops alternative solutions; Works well in group problem-solving situations; Uses reason even when dealing with emotional topics.

Project Management – Develops project plans; Coordinates projects; Communicates changes and progress; Completes projects on time and budget; Manages project team activities.

Customer Service – Responds promptly to customer needs; Solicits customer feedback to improve service; Responds to requests for service and assistance; Meets commitments.

Interpersonal – Focuses on solving conflict, not blaming; Maintains confidentiality; Listens to others without interrupting; Keeps emotions under control; Remains open to other ideas and tries new things.

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Oral Communication – Speaks clearly and persuasively in positive or negative situations; listens and gets clarification; Responds well to questions; Participates in meetings.

Teamwork – Balances team and individual responsibilities; Exhibits objectivity and openness to others' views; Gives and welcomes feedback; Contributes to building a positive & professional team spirit.

Change Management – Develops workable implementation plans; Builds commitment and overcomes resistance; Prepares and supports those affected by change; Monitors transition and evaluates results.

Leadership – Exhibits confidence in self and others; Inspires and motivates others to perform well; effectively influences actions and opinions of others; Inspires respect and trust; Accepts feedback from others; Provides vision and inspiration to peers and subordinates; Displays passion and optimism; Mobilizes others to fulfill the vision.

Quality Management – Looks for ways to improve and promote quality; Demonstrates accuracy and thoroughness.

Business Acumen – Understands business implications of decisions; Displays orientation to profitability; Demonstrates knowledge of market and competition; Aligns work with strategic goals.

Cost Consciousness – Works within approved budget; Develops and implements cost-saving measures; Contributes to profits and revenue; Conserves organizational resources.

Organizational Support – Follows policies and procedures; Completes projects correctly and on time; supports organization's goals and values.

Strategic Thinking – Develops and/or strategies to achieve organizational goals; Understands organization's strengths and weaknesses; Analyzes market and competition; Identifies external threats and opportunities; Adapts strategy to changing conditions.

Adaptability – Adapts to changes in the work environment; Manages competing demands; Changes approach or method to best fit the situation; Able to deal with frequent change, delays, or unexpected events.

Attendance/Punctuality – Is consistently at work and on time; Ensures work responsibilities are covered when absent; Arrives at meetings and appointments on time.

Dependability – Follows instructions, responds to management direction; Takes responsibility for own actions; Keeps commitments.

Initiative – Volunteers readily; Undertakes self-development activities; Seeks increased responsibilities; Looks for and takes advantage of opportunities; Asks for and offers help when needed.

Innovation – Displays original thinking and creativity; Meets challenges with resourcefulness; Generates suggestions for improving work; Develops innovative approaches and ideas; Presents idea and information in a manner that gets others' attention.

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Judgment – Displays willingness to make decisions; Exhibits sound and accurate judgment; Supports and explains reasoning for decisions; Includes appropriate people in decision-making process; Makes timely decisions.

Motivation – Sets and achieves challenging goals; Demonstrates persistence and overcomes obstacles; Measures self against standard of excellence; Takes calculated risks to accomplish goals.

Planning/Organizing – Prioritizes and plans work activities; Uses time efficiently; Plans for additional resources; Sets goals and objectives; Organizes or schedules other people and their tasks; Develops realistic action plans.

Professionalism – Approaches others in a tactful manner; Reacts well under pressure; Treats others with respect and consideration.

Quality – Demonstrates accuracy and thoroughness; Looks for ways to improve and promote quality; Applies feedback to improve performance; Monitors own work to ensure quality.

Quantity – Meets productivity standards; Completes work in a timely manner; Strives to increase productivity.