



POSITION DESCRIPTION

Position Title: Coordinator, Exhibits and Sponsorships

Reports To: Senior Manager, Exhibits & Sponsorship

FLSA Status: Non-Exempt

Department: Meetings & Sponsorship

Supervises: Non-applicable

Effective Date: November 4, 2021

General Description:

The Coordinator, Exhibits & Sponsorship is responsible for the implementation and execution of Affiliate Events and Satellite Symposia for The Liver Meeting® (Annual Meeting). The Coordinator, Exhibits & Sponsorships supports the Senior Manager, Exhibits & Sponsorship with the exhibit and sponsorship sales process, sponsorship fulfillment, researching the healthcare landscape for new leads/opportunities, and provides general administrative support to the Meetings & Sponsorship Department. The position supports the furtherance of diversifying and strengthening of AASLD's revenue streams with a long-term target of financial independence.

Key Responsibilities:

Affiliate Events

- Serves as primary contact for affiliate event organizers and vendors
- Manages the creation and set up of the affiliate application and oversees submission process
- Oversees testing and edits to the affiliate application and email communications
- Works with hotels in The Liver Meeting® housing block to manage space for all affiliate events
- Facilitates communications with the larger exhibitors and sponsors pre-meeting, post-meeting and throughout the affiliate application process to ensure satisfaction
- Reviews all marketing materials for proper language to ensure compliance with AASLD guidelines (posters, banners, signage, handouts, bag inserts, social media, email invites, etc.)
- Responsible for post-meeting reporting and follow-up

The Liver Meeting® (Annual Meeting) Exhibits

- Processes exhibit applications, generates invoices and receipts for exhibitors
- Works closely with Finance and Accounting Department on invoice and payment reconciliation
- Participates in booth space selection appointments and maintains meeting minutes on industry and non-profit partner calls, schedule follow-up appointments and meetings as needed
- Uses the AMS to maintain accurate historical records
- Assists in updating and producing exhibitor prospectus and service kit
- Reviews and update related information for posting on the web
- Responsible for post-meeting reporting and follow-up
- Collects Exhibitor Certificates of Insurance, Giveaway Forms, and Exhibitor Appointed Contractor Forms
- Assists with development of exhibitor communications and newsletters

Product Theaters

- Oversees Product Theater implementation online/onsite at The Liver Meeting® working closely with Senior Manager, Exhibits & Sponsorship
- Manages application process, contracting, invoicing and communications
- Reviews all marketing materials for proper language to ensure compliance with AASLD guidelines
- Collects and create content for the Product Theater signage and/or website
- Responsible for post meeting reporting and follow-up

Satellite Symposium

- Oversees Satellite Symposium events onsite/online The Liver Meeting®
- Manages the application process, contracting, invoicing, communications, and implementation of approved Satellite Symposia working with the Senior Manager, Exhibits & Sponsorship
- Maintains and routinely update Satellite Symposium guidelines, application, and contract templates
- Reviews all marketing materials for proper language to ensure compliance with AASLD guidelines
- Collects and create content for the Satellite Symposia Wall and/or website
- Responsible for post meeting reporting and follow-up



Sponsorships

- Maintains sponsorship tracker and update prospectus with current opportunities available
- Research and solicit proposals from vendors for sponsorship fulfillment
- Manages execution of sponsorship obligations and commitments
- Communicates deadlines and timelines for fulfillment with existing sponsors
- Assists Senior Manager, Exhibits & Sponsorship with First Right of Refusal for sponsorships and maintain records of communications
- Participates in appointments with AASLD sponsors and maintains meeting minutes on industry and non-profit partner calls, schedule follow-up appointments and meetings as needed
- Responsible for sponsorship fulfillment onsite at The Liver Meeting® (Annual Meeting)
- Uses the AMS to maintain accurate historical records

Lead Generation

- Research potential exhibitors exploring healthcare landscape evaluating exhibitors from other conferences
- Follows-up with supporters that have disengaged with AASLD to find new engagement opportunities
- Explores new sponsorship opportunities, researching costs and pricing, to add to the AASLD portfolio examining other medical shows and societies
- Compares AASLD pricing and benefits for exhibit and sponsorship opportunities to other medical shows to ensure alignment with industry and value to supporters
- Identifies new opportunities for year-round sponsor and exhibitor engagement to expand AASLD's sponsorship portfolio working with the Senior Manager, Exhibits & Sponsorship

General

- Monitors Exhibits email inbox and provides timely responses
- Performs a variety of administrative duties including preparing routine correspondence, scheduling meetings, phone coverage, and print and digital file maintenance
- Participates in planning/committee meetings and conference calls as needed
- Travels to The Liver Meeting®, smaller conferences, and planning meetings as appropriate or required
- Other duties as assigned

Education and Experience

- Bachelor's degree in relevant area, or other related field equivalent work experience. Some positions may only require an Associate's degree/technical diploma, or other related field equivalent work experience.
- 1-3 years of customer relations or hospitality experience.
- Experience in non-profit helpful

Skills Needed in Position

- Excellent written and verbal communication and proofing skills
- Exceptional interpersonal skills; customer service attitude; detail oriented; team player
- Ability to meet deadlines, handle multiple tasks and adjust workload to meet shifting priorities
- Proficiency in Microsoft Office Suite (Word, Excel, and Outlook), Adobe Acrobat, and web-based services, Blueprint desirable
- Overall comfort and with technology and working in and learning different technical platforms
- Communication skills: skill in clearly and effectively communicating ideas verbally and in writing, including the ability to edit the writing of others.
- Planning and organizing skills: skill in determining priorities, developing plans to assure the achievement of objectives, and allocating time and resources effectively.
- Customer service skills: Providing the highest quality products and services that meet or exceed the needs and requirements of internal and external customers.
- Interpersonal skills and emotional intelligence: skill in building and maintaining effective interpersonal and team relationships with a diverse network of colleagues inside and outside the organization, and with other relevant individuals with whom the organization works (members, other organizations, funders etc.)

The above statements are intended to describe the general nature and level of work being performed by most people assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, and requirements. Duties and responsibilities may be changed or expanded at any time to accommodate the needs of the AASLD Foundation.