



POSITION DESCRIPTION

Position Title: Sales Manager, Exhibits & Sponsorships
Department: Meetings & Sponsorship
Reports To: Senior Manager, Exhibits & Sponsorship
Supervises: Non-applicable
FLSA Status: Exempt
Effective Date: April 2023

General Description:

The Sales Manager, Exhibits & Sponsorship is responsible for selling exhibits and sponsorships for all AASLD events including The Liver Meeting® (Annual Meeting) and AASLD educational offerings (both in-person and virtual). The Sales Manager, Exhibits & Sponsorships works closely with the Senior Manager, Exhibits & Sponsorship to maintain and expand relationships with industry and non-profit organizations and to develop plans and packages for exhibits and sponsorships. This position supports the furtherance of diversifying and strengthening AASLD's revenue streams with a long-term target of financial independence.

Key Responsibilities:

Sales Functions

- Perform sales functions (exhibits and sponsorships) for all AASLD events including The Liver Meeting® (Annual Meeting) and AASLD educational offerings (both in-person and virtual).
- Collaborate with Marketing Department on creation of marketing sales pieces and development of exhibitor and sponsorship collateral.
- Oversee right of first refusal for sponsorships and maintain records of communications.
- Identify new opportunities for revenue generation in compliance with ACCME Standards working closely with the Senior Manager, Exhibits & Sponsorship.

Lead Generation & Tracking

- Monitor healthcare industry, other conferences, and non-profit landscape identifying prospective supporters, cultivating new prospects, and coordinating introductions/pitches with the Senior Manager, Exhibits & Sponsorship, as appropriate.
- Follow-up with supporters that have disengaged with AASLD to find new engagement opportunities.
- Maintain CRM with timely updates and lead conversations with current supporters.
- Compare AASLD pricing and benefits for exhibit and sponsorship opportunities with other medical shows to ensure industry alignment and value to supporters.
- Assist Senior Manager with development and execution of a year-round exhibitor engagement and relationship strategy to include exhibitor newsletters.

The Liver Meeting® (Annual Meeting) Exhibits

- Sell exhibits and business suites for The Liver Meeting® (Annual Meeting).
- Manage application process, including assigning priority points and providing analysis of historical records.
- Develop and manage exhibit hall floorplan in MapYourShow (MYS).
- Serve as exhibit hall floor manager onsite at The Liver Meeting®.
- Ensure exhibitor compliance with AASLD established guidelines and venue Rules & Regulations.
- Responsible for exhibits fulfillment including invoicing, approving island diagrams, collecting COIs and EACs.
- Manage exhibit sales onsite at The Liver Meeting® for the following year.



Product Theaters

- Responsible for Product Theater sales and fulfillment at The Liver Meeting®.
- Manage application process, contracting, invoicing and communications.
- Review all marketing materials for proper language to ensure compliance with AASLD guidelines.
- Work with the Senior Manager, Exhibits & Sponsorships to finalize the theater requirements, orders and production documents.

General

- Provide timely responses to both sales inquiries and customer requests.
- Perform a variety of administrative duties including preparing routine correspondence, scheduling meetings, phone coverage, and print and digital file maintenance.
- Travel 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 degree/technical diploma, or other related field equivalent work experience.
- 2-4 years of sales experience; exhibit/tradeshows knowledge preferred, but not required.
- Nonprofit/Association experience preferred, but not required.
- Experience working in a virtual environment preferred.

Skills Needed in Position

- Excellent written and verbal communication and proofing skills.
- Exceptional interpersonal skills; customer service attitude; detail oriented; team player
- Functional knowledge of budgeting and financial reconciliation.
- Functional knowledge of corporate relations including corporate invoices, funding requests and funding documentation.
- 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: Skilled in clearly and effectively communicating ideas verbally and in writing, including the ability to edit the writing of others.
- Planning and organizing skills: Skilled 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: Skilled 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.