

Exhibits & Sponsorship Specialist – Hybrid

- Central location, close to transit (TTC), bike lanes
- Flexible location of work (within Ontario)
- Meaningful non-profit organization work

They say that you're never fully dressed without a smile – but what's a smile without clean, healthy, beautiful teeth to back it up?

We're the Ontario Dental Association, and we represent over 90% of dentists in Ontario. We advocate for our members, promote optimal oral health, and support successful professional lives and general well-being. To achieve this, we:

- Promote the highest standards of dental care.
- Work with governments, the private sector, and other health-care professionals.
- Advocate on public policies that affect the practice of dentistry and the oral health of people in Ontario.
- Raise public awareness of how important oral hygiene is and its connection to overall health.
- Provide our member-dentists with programs, services, and products to support their role as leaders of the oral health care team.

Come join our team

If you're interested in an opportunity to meet, interact with, and grow amazing professional relationships with the dental community, we have a job for you.

We're looking for an **Exhibits & Sponsorship Specialist**. You'll be a key player in managing the advertising and sponsorship sales cycle for our signature event, the Annual Spring Meeting Dental Conference and Trade Show or, as we call it the ASM.

For more than 140 years, the ASM has attracted thousands of dental professionals from Ontario and around the world. In this role, you'll be responsible for the sales and administration of exhibitor booths and sponsors for the ASM. You'll also be the primary point of contact and customer service for our sponsors and exhibitors.

You will work collaboratively with a volunteer-led education committee and staff to promote the highest professional standards, successful professional lives and well-being for ODA members and other event stakeholders.

More specifically, you will:

- Plan, sell, negotiate, and secure sponsorship agreements in accordance with annual revenue goals.
- Develop and implement retention and acquisition strategies for exhibitors and sponsors.

- Develop the exhibitor prospectus, working closely with your colleagues in creative and graphic design, communications and events.
- Ensure the accuracy of the content and materials on exhibitor pages of the ASM website, including exhibitor registration, working closely with the Communications team, and registration services vendor
- Effectively communicate and enforce booth display standards, provide show logistics assistance and administrative requirements, identify promotional opportunities, and handle general exhibitor inquiries.
- Liaise with the general show services contractor and venue (Metro Toronto Convention Centre) on all logistical and operational aspects such as floor plan, signage, security and move-in/move-out procedures and schedules.
- Supervise the trade show floor during pre-show, move-in, show days and move-out to ensure a positive exhibitor and attendee experience.
- Manage the advertising and sponsorship sales cycle with the Conference and Events Manager, primarily for the Annual Spring Meeting conference but also for other ODA events.

Qualifications

- Post-secondary education with a college diploma in a related discipline or equivalent combination of experience and education.
- Minimum 5 years in meeting planning, including trade show/exhibitor and sponsorship sales and service experience.
- Demonstrated track record of identifying, cultivating, and serving customers.
- Demonstrated experience in creating and managing a significant budget.
- Experience in contracting and managing third party vendors.
- Excellent knowledge of MSWord, Excel, PowerPoint, and contact management database programs.
- Experience in the dental or medical product and service industry an asset.
- Experience in creating event marketing and promotional materials is an asset.
- Experience in EXPOCAD, Monday.com or other similar exhibitor and project management software is an asset.

Working with the ODA

This is a full-time, permanent position, with hours from 9 a.m. to 5 p.m., with occasional need for additional evenings, weekends, and out-of-province travel required. In addition to a competitive salary, you'll have access to a benefits plan that includes dental (of course!) as well as plenty of vacation days, personal days, and access to a health spending account.

The position is ideally suited for those open to flexible work arrangements, with a combination of remote and onsite work. The ODA occupies a large, open, beautiful space that used to be a copper factory. Located in the heart of Yorkville, parks, transit, and everything downtown Toronto has to offer is just steps away.

ODA is proud to be one of the GTA's Top Employers 2022 – we think that says a lot about the culture and work environment we've built over the last 150+ years. We are all about growth and learning: every position in our organization offers both challenges and opportunities, and we encourage all our staff to establish themselves within and beyond their individual roles. Whether through our employee recognition program, we make sure that support and opportunity are always within reach.

How to Apply

The position has been posted on “Fitzii” our third-party recruitment system. If you are qualified and wish to apply, please complete the full application using this link:

[https://www.fitzii.com/apply/70884?s=fc.](https://www.fitzii.com/apply/70884?s=fc)

Our online application will give you the option to apply to this role as a complete person – not just a resumé. The application will assess your qualifications, personality traits and workplace preferences, and should take 10 to 15 minutes to complete. After submitting, you'll receive an email inviting you to log in and view your assessment results.

We strive to build a team that reflects the diversity of the community we work in and encourage applications from traditionally underrepresented groups such as women, visible minorities, Indigenous peoples, people identifying as LGBTQ2SI, veterans, and people with disabilities. If we can make this easier through accommodation in the recruitment process, please contact us using the “Help” button.