



CANADIAN FEDERATION OF INDEPENDENT GROCERS · FÉDÉRATION CANADIENNE DES ÉPICIERS INDÉPENDANTS
105 GORDON BAKER ROAD, SUITE 401, TORONTO, ON M2H 3P8

TRADE SHOW OPERATIONS COORDINATOR

CFIG is hiring an enthusiastic professional to join the team. The trade show operations coordinator will be responsible for supporting the sales marketing departments for its annual grocery trade events: **Grocery Innovations Canada and Grocery & Specialty Food West**. The role is currently hybrid working environment based in Toronto.

Grocery Innovations Canada & Grocery & Specialty Food West Trade Shows

Core Responsibilities:

- Respond to exhibitor questions and concerns
- Source new exhibitors
- Establish and build relationships with all suppliers and exhibitors
- Collaborate on marketing pieces for both trade shows
- Create, produce and manage Exhibitor Planner and all related exhibitor forms
- Collaborate with sales team and appropriate service suppliers to develop a maximized use of space as it pertains to the exhibit floor plan while complying with facility requirements and fire & safety guidelines
- Maintain and assist exhibitor badge registration
- Manage and coordinate exhibitor cold storage (refrigerated and freezer space) and process cold storage payments
- Source and execute special pavilions
- Compile and coordinate content materials and exhibitor listing for both Official Show Guide (GSF & GIC)
- Provide superior customer service to all exhibitors
- Supply regular weekly/daily updates for website as required
- Assist with speaker sourcing for two annual events, updates to website for operations and speakers
- Actively participate in progress meetings
- Assist with event preparation requirements as needed (i.e. registration materials, name tags, tent cards, attendee materials, printing needs, shipping requirements and master file management).
- Participate in event preparation and execution, including scheduling technical briefings with AV, décor and site partners, creative and construction.
- Oversee all trade show floor on-site requirements such as signage, PowerPoint management, onsite collateral, for trade show floor stage and AV, tech requirements.
- Work closely with Sponsorship team to help coordinate exhibitor onsite requirements and support exhibitor program initiatives (Top 10, Retailer Connect and more)
- Support the coordination and execution of digital marketing efforts, email marketing campaigns and parallel communication campaigns for confirmed exhibitors, sponsors
- Assist with content marketing initiatives, event/media partnership agreements, list research projects when needed.
- Overseeing the delivery of event management services to ensure client needs are being met
- Resolving issues that may occur during events and escalating problems as required
- Liaising with communications for exhibitor event needs onsite, and for vendors
- Preparing financial summary reports
- Ensures that billing is reviewed and approved by clients, and advises the Director and/or Sales Manager of any potential challenges.
- Attends BEO, Pre-Cons, and pre-production meetings as needed.
- Other responsibilities based on business need.

Knowledge, Skills and Abilities Required:

- Minimum bachelor's degree in sales, marketing or business or related field preferred
- Strong project management skills
- Strong Microsoft office skills, especially PowerPoint and Excel
- Demonstrated ability to interact and work with all levels within the organization
- Experience and confidence working with high performing teams and multiple stakeholders
- Reviews quotes and provides recommendations for cost efficiencies in accordance with the company's standard operating procedures.
- Ability to manage changing priorities, multiple deadlines in a high-pressure, fast-paced environment
- Ability to work independently when dealing with clients, speakers, suppliers and internal colleagues, possessing well-developed interpersonal, customer service, and communication skills with the ability to interact with a variety of people in a tactful, polite, professional and diplomatic way
- Strong decision-making skills
- Well-honed time management skills
- Demonstrated superior logistical planning, time management, problem-solving, analytical, communication and presentation skills
- Proven ability to monitor and uphold a high quality of work
- Ability to remain calm under pressure and adapt to change quickly
- 1-2 years relevant marketing experience and/or event coordinating experience strongly preferred
- Occasional travel is required
- Experience with Adobe products is an asset

Assets (Nonessential):

- Experience project managing the implementation of a CRM/ERP tools

You are

- A recent graduate or entry-level opportunity seeker with some experience in event management.
- Interested in executing successful in-person events from ideation to completion.
- Comfortable with independent work but don't hesitate to raise your hand and ask questions when necessary.
- Excited by self-guided learning.
- Diligent with keeping track of documentation using Google and MS Office.
- Able to organize and prioritize multiple tasks at once.

Send cover letter and resume to Fran Nielsen: FNielsen@cfig.ca