



Brand M3dia - CAEM Job Posting

Full-Time Role: Event & Trade Show Solutions Sales Executive

www.brandm3dia.com

About Brand M3dia

Brand M3dia (Toronto) builds and delivers interactive kiosks/ai robots and event engagement experiences that help organizations inform, engage, and connect with their audiences. We work across events, trade shows, conferences, galas, and charity fundraisers - supporting both organizers and exhibitors with interactive solutions, lead capture, and sponsor-ready activations.

Tool stack used daily: Zoho CRM, Basecamp, and Google Workspace (Gmail, Calendar, Drive, Docs/Sheets).

Event & Trade Show Solutions Sales Executive (Full-Time)

Location: Toronto (GTA) + onsite events (travel as needed)

Type: Full-Time

Industry Focus: Events, trade shows, conferences, galas, charities/fundraisers

Role Summary

You are a front-line revenue driver focused on selling event engagement solutions - interactive kiosks, ai robots, software experiences, lead capture, and sponsor activations. You will build pipeline, run discovery and demos, quote projects, close business, and hand off cleanly to Operations to ensure flawless execution.

Key Responsibilities

- Prospect and qualify event planners, show managers, venues, sponsors, exhibitors, and agencies.
- Run discovery calls to understand goals (engagement, lead capture, sponsorship revenue, attendee flow).
- Deliver demos and present packages (rental, purchase, leasing) with clear outcomes and pricing.
- Build proposals/quotes, follow up consistently, and close deals on a monthly/quarterly target.
- Upsell/cross-sell to existing clients (multi-event packages, add-on activations, content refreshes).
- Attend conferences and trade shows to network, generate leads, and represent Brand M3dia.
- Work our vendor booth when we exhibit: engage attendees, qualify opportunities, and book demos on the spot.
- Maintain a clean pipeline in Zoho CRM: stages, notes, next steps, close dates, tasks, and activity logging.
- Complete clean handoffs to the team in Basecamp: scope, timelines, logistics, assets, approvals, and deliverables.
- Collaborate with design/ops/tech to ensure each project is set up for smooth delivery and happy clients.

Tools You Will Use

- Zoho CRM - pipeline management, activities, tasks, templates, reporting.
- Basecamp - internal coordination, client handoff packages, timelines and accountability.
- Google Workspace - Gmail, Calendar, Drive, Docs, Sheets for daily communication and organization.

Must-Have Experience

- 2+ years in B2B sales (events, trade shows, sponsorship, marketing, tech, or adjacent).
- Strong outbound skills (phone/email/LinkedIn) and consistent follow-up habits.
- Comfortable leading discovery and demos; able to translate needs into a clear offer.
- Organized, process-driven, and able to manage multiple deals without dropping the ball; professional onsite presence and willingness to attend industry events.

Bonus Points

- Existing relationships in the event industry (organizers, venues, exhibitors, sponsors).
- Experience selling sponsorship packages, exhibitor services, event tech, websites, or digital campaigns.
- Experience with Zoho, Basecamp, or similar tools; strong reporting and documentation habits.

How to Apply

Send your resume plus a short message answering the questions below. Applications that skip the questions will not be considered.

Hiring@brandm3dia.com - Subject:

- 1) What have you sold and to who (industry + average deal size)?
- 2) Are you a hunter, farmer, or hybrid? Give one example.
- 3) What CRM(s) have you used and how do you keep pipeline clean?
- 4) Have you worked a trade show booth before? What was your approach?
- 5) What tools have you used to automate your work (e.g., Scribe, Loom, Notion) and what worked best?
- 6) What compensation structure do you prefer (base + commission vs commission-first)?

