

Job Title: Exhibition & Sponsorship Sales Representative

Location: Based in either Vancouver or Calgary

Employment Type: Full-Time

About the Role

We are looking for a driven Exhibition & Sponsorship Sales Representative to generate revenue by selling exhibit space and sponsorship packages. This role focuses on building strong relationships with exhibitors, brands, and partners, and securing their participation through tailored sales strategies. The ideal candidate is highly persuasive, commercially minded, and thrives in a target-driven environment.

Key Responsibilities

- Identify, prospect, and secure exhibitors and sponsors for trade show
 - Sell booth space, sponsorship packages, and customized branding opportunities
 - Develop and maintain a strong pipeline of new and returning clients
 - Conduct outbound sales via calls, emails, and virtual/in-person meetings
 - Negotiate contracts and close sales to meet or exceed revenue targets
 - Collaborate with marketing and event teams to align sales strategies and event positioning
 - Maintain accurate records of leads, opportunities, and sales activity in CRM systems
 - Provide clients with pre-event support to ensure a smooth onboarding experience
 - Where applicable attend industry events and networking opportunities in the region to generate leads
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Qualifications

- Proven experience in B2C sales, preferably in exhibitions, events, media, or sponsorship sales
 - Strong negotiation and closing skills with a track record of meeting or exceeding targets
 - Excellent communication and relationship-building abilities
 - Highly organized with strong pipeline and time management skills
 - Self-motivated, proactive, and comfortable working in a fast-paced environment
 - Willingness to travel occasionally for client meetings and events
 - Experience using CRM platforms and sales tracking tools
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Preferred Skills

- Existing network of industry contacts (exhibitors, sponsors, or agencies)
 - Experience selling high-value packages or consultative sales solutions
 - Understanding of event marketing and brand activation strategies
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What We Offer

- Competitive base salary + uncapped commission structure
 - Opportunity to work on high-profile trade shows and industry events
 - Career growth in a dynamic and expanding events business
 - Flexible work environment
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How to Apply

Please submit your resume along with a brief cover letter highlighting your sales experience and your approach to building client relationships to sales@eventworx.ca
