

EMPLOYMENT

Tradeshow Support Specialist – A.C. Group

Position Summary

The Tradeshow Support Specialist will be responsible for the technical coordination and preparation of A.C. Group's North American trade shows. In addition, this position is responsible for providing technical sales demonstrations/product training to A.C. Group's employees, client base, and potential clients.

Primary Responsibilities & Duties

Tradeshow Support

- Coordinates the technical aspects of major tradeshow in Canada, the U.S. and Latin America.
- Prepares the 3D renderings for tradeshow booth design and layout, including tradeshow floor planning.
- Attends major tradeshow to supervise the assembly and disassembly of the trade show booth with efficiency and care to the products and booth (supplies) in the packaging and transport of the goods to and from the site, including directing onsite crews to assemble and disassemble our booths.
- Arranges the necessary paperwork for the TIB and trucking logistics.
- Maintains the tradeshow inventory to ensure it is always in good repair and inventory is accurately balanced. This includes the product, booth, booth supplies, tools, etc. This includes a yearly inventory count and reconciliation.
- Orders tradeshow services as required (labour, rigging, electrical, lead retrievals, hotels, etc.)
- Reports the expenses from the tradeshow including all services and show costs and supply the Marketing Manager with budgets and final numbers. Work with accounting to provide proper expense/payable documentation.
- Attends major tradeshow to demonstrate exclusive products.
- Maintains an in-depth working knowledge of all relevant lighting technologies both existing and pending.
- Assists with the coordination of all Open House or Dealer/Client training sessions with our sales force.
- Assists with coordinating product, Dealer/Client, and staff training sessions.
- Assists in tradeshow research, sourcing supplies (booth supplies, etc.) as required.

Marketing Support

- Assists with video and photo shoots by preparing products and related items.
- Keeps track of literature inventory on all products and new products for distribution at trade shows.

Sales Demonstrations & Product Training

- Conducts demos and training sessions to ensure product knowledge and visibility of both the Company and our key brands to internal and external audience in the following order of importance: Exclusive product lines and non-exclusive product lines.
- Travels to meet with current and potential clients to demonstrate the products and to promote or train on the features of the product lines.
- Updates educational material to include PowerPoint presentations, video accounts of training techniques or written procedures.

This job description reflects management's assignment of essential functions. It does not prescribe or restrict the tasks that may be assigned to this job at any time.

Required Knowledge, Skills & Abilities

- Superior time management skills, multitasking skills, and the ability to prioritize tasks with minimal supervision.
- Strong verbal skills with the ability to communicate in a professional and compelling manner.
- Ability to work independently and under pressure to meet tight deadlines.
- Proficient with Microsoft Office applications (Word, Excel, PowerPoint, Outlook) and Vector Works.
- Able to lead a team of hired labour.
- Strong interpersonal skills.
- Team player that is capable of thinking outside the box.
- Gathers and analyzes information skillfully.
- Ability to make sound, timely, and accurate judgments while supporting reasoning for decisions.
- Professional and responsive with a positive work attitude.
- Resourceful, flexible, and well-organized.
- Ability to maintain filing systems and electronic databases.
- Ability to stoop, kneel, or climb and on occasion lift up to 75 pounds.
- Close vision and ability to adjust focus is required.

Education & Work Experience

- Minimum of 3 years related experience and/or training in stage lighting applications, principles of lighting, and organizing events.
- Minimum of 3 years working knowledge of patching and programming robotic and conventional stage lighting fixtures.

Conditions of Employment

Additional hours may be required for Tradeshow, Travel, Year-End Inventory, or other such peak periods and/or events.

To be considered for a position within A.C. Group, you must go to this URL: www.cindexinc.com/c/93A71B and complete a Survey. Please attach a copy of your resume to the completed Survey, the

position you are applying for, and notify our HR department at hr@aclighting.com when completed.

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mike.christiansen@bluejays.com

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