



Manager, Exhibit Sales & Logistics

The Society for the Advancement of Chicanos/Hispanics and Native Americans in STEM (SACNAS) is an inclusive organization dedicated to fostering the success of Chicanos/Hispanics and Native Americans, from college students to professionals, in attaining advanced degrees, careers, and positions of leadership in STEM. Our vision is to achieve true diversity in STEM, whereby the STEM enterprise proportionally reflects the demographics of the nation. SACNAS stands uniquely and uncompromisingly for science, culture, and community. We believe there is space for all of us; we choose to celebration over assimilation.

SACNAS serves 6,500 active members and 133 student and professional chapters and reaches a larger community of supporters of 25,000. Our 2021-2026 strategic plan lays out ambitious plans for growth, envisioning a doubling of members, chapters, and resources.

Job Title: Manager, Exhibit Sales & Logistics

Classification: Exempt, Full-Time

Reports To: Director, Conference & Events

Location: Remote/work-from-home

Salary Range: \$61,800-\$77,249; expected starting salary \$61,800

STAFF VALUES

- *Inclusion:* We encourage, support, and provide space for our team to bring their whole selves to work, intentionally creating space and integrating processes to welcome and celebrate differences and foster a sense of belonging
- *Collaboration:* We work together and support each other by actively inviting thought partnership and generative dialogue to build, challenge, and strengthen all ideas and actions because we recognize we are better together.
- *Innovation:* We encourage data-driven creativity and experimentation, boldly embracing new ways of thinking that challenge us to push the envelope and grow from our experiences.
- *Accountability:* We recognize our work reflects on our colleagues and community, and therefore put forward our best effort, take responsibility for our successes and challenges, and ask for help early and often.

POSITION SUMMARY

The Manager, Exhibit Sales & Logistics is responsible for creating and executing an exhibitor engagement, sales, and implementation system capable of achieving the primary focus of securing

and hosting 400 exhibitors at the annual SACNAS National Diversity in STEM (NDiSTEM) conference. The successful candidate is an entrepreneurial activator with a relationship-first approach balanced by an appreciation for effective process and data driven decision making. The Manager will be part of a team which will create long-term, mutually beneficial relationships between SACNAS and its partners via exhibits and event-related deliverables.

The Manager will be responsible for the full exhibit sales cycle for the nation's largest multicultural, multidisciplinary STEM diversity event, from lead cultivation to closing and account management. The Manager will also be responsible for logistics and execution at our digital and in-person events, including the NDiSTEM conference. In partnership with the Director, Conference & Events, the Manager will be responsible for solidifying exhibit packages and processes, and securing returning exhibitors, as well as identifying and engaging new companies and organizations for partnership. This includes monitoring industry trends and developing strategies to strengthen our position in a competitive market. The role comes with hands-on responsibility for shaping the event.

The Manager will maintain and build the SACNAS reputation for unparalleled attendee experience, while also driving operational innovation. The Manager will support the next evolution of SACNAS revenue engine by helping to shape both proven and new exhibiting programs. Specifically, the Manager will partner the Director, Conference & Events to create the organization's first-ever exhibitors advisory council, and to weave the new, year-round digital exhibiting platform, SACNAS365, seamlessly into the traditional exhibiting process. The Manager will have the opportunity to strengthen the work that has sustained the organization for decades, while also generating add on services and products that exhibitors value.

THE JOB

- **Lead all aspects of the exhibiting sales process.** Drive retention and growth of exhibitors, both in-person and digital, to achieve goals through careful year-round tending to relationships and creating effective processes.
 - Manage the creation of the Exhibit Floorplan, Expo schedule, and Booth packages for in-person and virtual events
 - Serve as point of contact for SACNAS exhibits and manage all day-to-day aspects of exhibitor sales pipeline (e.g. developing the Exhibitor Booth Agreement and implementing all booth agreement modification requests)
 - Develop and execute partnership contracts, exhibitor registration, partner uploads and partner-related workflow processes
 - Collaborate with colleagues in Marketing to create a robust exhibitor communications plan, including creating effective copy for email and digital marketing campaigns and monitor customer preferences to maximize sales opportunities across accounts
 - Become subject matter expert on the SACNAS365 year-round digital exhibiting program to consistently discuss the program in a knowledgeable manner with exhibitors and partners.

- Work with colleagues in External Affairs to upsell exhibitors into SACNAS365.
- **Project manage exhibit implementation at SACNAS events.** Uphold SACNAS reputation for excellent event experience through careful attention to detail and flawless execution.
 - Create, manage, and drive project timelines; ensure deliverables and milestones are met.
 - Collaborative closely with the Director, Conference & Events to ensure seamless connection between exhibits and all facets of event logistics
 - Liaise with show decorator for exhibit space within the Expo Hall (excluding non-revenue generating spaces)
 - Act as product and subject matter expert with high-level knowledge of exposition management terms, conditions, and requirements for show managers
 - Maintain the exhibitor portal.
 - Perform event-related administrative tasks including but not limited to planning meetings, data input, answering partner/attendee inquiries, location design edits, generating/maintaining custom reports, and keeping up-to-date customer records
- **Deliver excellent customer service in every phase.** Bring a service industry mindset to every interaction in the sales and execution phases to develop long-lasting relationships.
- **Use data to make sound decisions.** Track, analyze, and report on the status of exhibitor relationships, prospects, and conversions, and changing exhibitor needs; identify trends and insights, and recommend areas for improvement.
- Other duties as assigned

MUST HAVES

“Culture eats strategy for lunch.” Equal in value to your education and experience is cultural fit. We see the following seven items as must have “ways of being” for the role and the organization. Of course, we understand these show up uniquely for everyone. We invite you to consider your fit as you consider this role.

- **Self-awareness.** You have a unique level of self-awareness. You understand what you carry into conversations/environments each day and have personal tools to productively adapt to most situations to keep yourself and others on mission.
- **Collaborative through and through.** You understand the magic is in our ability to bring together our collective best. You recognize your limitations and engage colleagues to strengthen ideas. You energize others to complete projects and achieve results, in a manner authentic to you.
- **Mission-aligned ambition.** You are a seasoned contributor with a wild entrepreneurial streak, ready to move to the next level. You will impact SACNAS by owning our exhibitor sales and logistics services strategies and practices.

- **Comfort working in a lean, mission-driven organization.** You connect with the SACNAS mission. You understand that everyone must lean in, and you are ready to “carry water” on day one and eager to learn.
- **Relationship-first approach and proven ability to communicate the value proposition.** You invest in relationships to a fault and are a fearless communicator. You treat each stakeholder as unique and respond with service tailored to their goals, and yet you are focused on what we bring to the table. You can fluidly connect what we offer to the needs, challenges, and desires of our partners in a way that illuminates win-win opportunities.
- **Process-oriented with a bias toward action.** You have a default desire to turn ideas into concrete sequences that enable goal-directed action. You love going from idea to “I did.” You quickly move from ideas to action, and in so doing create structure or steps that are clear and logical, and which can be repeated.
- **Detail oriented and able to manage time.** You have keen project management skills; you naturally develop timelines for projects big and small. You think in layers of detail and have a good sense for the time needed at each stage. You seek order and use tools to help you stay on top of competing priorities and multiple deadlines.

MINIMUM EDUCATION AND EXPERIENCE

- No less than three years of relevant professional experience with conference and events exhibits; OR any equivalent combination of education and/or experience from which comparable knowledge, skills, and abilities have been achieved

CRITICAL SKILLS, QUALITIES, AND ABILITIES

- Intermediate experience with event management/expo management software like Cvent, Aventri, or A2Z|Personify
- Experience executing key phases of a comprehensive conference or event-related sales cycle
- Strong interpersonal skills
- Excellent professional communication skills, particularly written communication skills
- Well-developed computer and office skills, including proficiency in Microsoft Office suite (Excel, Word, PowerPoint, and Outlook) and familiarity with database software
- Exceptional attention to detail and accuracy as it relates to data entry and program implementation
- Strong skills in problem solving and teamwork
- An ability to embrace and incorporate direct feedback
- Ability to succeed and enjoy working in a fast-paced, highly dynamic environment with a proven skill set utilizing sound judgment, creativity, and effective time management solutions
- Ability to adapt well to a continuously changing set of tasks, projects, and responsibilities.
- Ability to maintain confidentiality around sensitive and complex relationships and projects

- Ability to work some evenings and weekends Occasional regional and national travel will be required
- Bilingual in Spanish preferred

SALARY & BENEFITS

- Salary Range: \$61,800-77,249; expected starting salary \$61,800
- Health, dental, vision, acupuncture, chiropractor & life insurance plans
- 401 Retirement
- Professional Development Support
- Generous PTO & Paid Holidays

APPLICATION PROCESS

Please provide a resume, a cover letter highlighting minimum and desired qualifications, and three professional references. All materials must be submitted to be considered. Application materials should be submitted through [this form](#). Position will remain open until filled.

If you have any questions, please email jobs@sacnas.org.

EEO STATEMENT

It is the policy of SACNAS not to discriminate against any individual employee, group of employees or prospective employee for reasons of race, color, religion, creed, gender, gender identity, gender expression, national origin, sex, pregnancy or related medical conditions, age, marital status, ancestry, sexual orientation, physical or mental or sensory disability, genetic information, military status, or any other consideration protected by applicable federal, state or local laws.

SACNAS is committed to providing equal opportunities in all employment-related activities including, but not limited to: recruiting, hiring, advancement, compensation, training, benefits, transfers, and terms of employment. SACNAS promotes equal opportunities for all employees and applicants for employment. Further, SACNAS will fully comply with all applicable equal employment federal, state and local laws and regulations.