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## Director of Conferences & Exhibitions

**Reports to:** Senior Director, Events and Initiatives

**Location:** Remote (onsite attendance required during GEAPS Exchange and select events)

**FLSA Status:** Exempt

**Job Type:** Full-Time

### Position Summary

The Director of Conferences & Exhibitions provides strategic leadership and hands-on management for GEAPS' conferences, exhibitions, and related events, including the annual GEAPS Exchange. This role is responsible for the overall planning, production, financial performance, and continuous improvement of GEAPS' event portfolio—ensuring high-quality experiences for attendees, exhibitors, sponsors, and partners.

As a leader within GEAPS, this position blends strategic oversight with direct operational execution. The Director of Conferences and Expositions leads event strategy and vendor partnerships, while also managing key logistics, contracts, timelines, and administrative tasks to ensure flawless delivery.

### Key Contacts & Relationships

- Regular interaction with GEAPS members, volunteer leaders, exhibitors, sponsors, vendors, and industry partners
- Close collaboration with internal teams including marketing, communications, education, and membership
- Serves as staff liaison to event-related committees, advisory groups, and task forces
- Leads and supports events team while remaining actively engaged in day-to-day execution

### Major Responsibilities

#### Strategic Leadership & Portfolio Management

- Develop and execute a multi-year strategy for GEAPS conferences, exhibitions, and events aligned with organizational goals
- Oversee event budgets, financial performance, and revenue growth across attendance, exhibits, sponsorships, and partnerships
- Evaluate event success using performance metrics (attendance, revenue, satisfaction, retention) and implement continuous improvements
- Lead innovation in event design, attendee experience, and exhibitor/sponsor value

### **Event Planning, Production & Operations**

- Direct and manage conference and exhibition logistics, including:
  - Site selection and venue sourcing
  - Convention center and hotel contracting
  - Event schedules, production timelines, and task tracking
  - City/site relations and destination partners
- Coordinate and execute event logistics, including:
  - Room setups, banquet and catering orders
  - Audio/visual production and technology needs
  - General services (decor, furnishings, freight, material handling)
  - Signage, printed materials, and branding
  - Utilities (power, internet, data services)
  - Ground transportation and on-site logistics
  - Creative oversight, event entertainment and event management services
- Design and manage trade show floor plans and oversee exposition production
- Support Exhibitor and Sponsorship Relations Manager in resolving exhibitor issues and ensuring compliance with show policies

### **Conference & Event Registration**

- Provide leadership and oversight for all registration activities across GEAPS Exchange and other GEAPS events to ensure a seamless attendee, exhibitor, and sponsor experience
- Set registration strategy, timelines, and standards for all GEAPS events
- Oversee outsourced registration vendors for large-scale events, including system setup, testing, launches, and service delivery
- Direct in-house registration operations for events using GEAPS' AMS
- Monitor registration data and trends to inform planning, forecasting, and decision-making
- Ensure effective onsite registration operations, staffing, and issue escalation support

### **Vendor, Housing & Contract Management**

- Negotiate and manage contracts with hotels, convention centers, general service contractors, AV providers, and other vendors
- Manage event housing programs, including:
  - Room block strategy and inventory management
  - Coordination with housing vendors
  - Rooming lists for vendors, speakers, staff, and VIPs
- Ensure cost control, service quality, and contract compliance across all vendors



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**Exhibitor, Sponsor & VIP Experience**

- Oversee expo production, exhibitor services, sponsor programs and recognition
- Partner with staff to ensure consistent, professional sponsor and exhibitor communications and fulfillment
- Manage conference-related awards and VIP amenities
- Maintain strong relationships with key industry partners and stakeholders

**Team Leadership & Collaboration**

- Supervise and support direct reports, ensuring clarity of roles, accountability, and professional development
- Delegate where possible while remaining actively involved in execution due to team size
- Foster a collaborative, service-oriented culture focused on excellence and problem-solving

**Required Education and Qualifications**

- Bachelor's degree from an accredited four-year college or university
- 7+ years of progressive experience in conference and exhibition management, preferably within associations, nonprofits, or large-scale events
- Demonstrated ability to lead event strategy while executing detailed logistics and administrative tasks.
- Strong negotiation and vendor management experience
- Proven leadership skills with experience managing staff and cross-functional projects
- Excellent organizational, communication, and problem-solving skills
- Proficiency with Microsoft Office Suite, event management systems, CRM platforms, and virtual/hybrid event technologies

**Additional Details**

- Full-time, remote work position. Approximately 20% travel required
- Travel and overnight stays, as required, during major conferences, meetings and events
- Extended work hours, including evenings and weekends, during event periods
- Ideal candidate should live within an hour of a major airport

**Physical Demands:**

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential function.



- Frequently required to sit for extended periods of time
- The noise level in the work environment is usually moderate
- Occasionally lift and/or move up to 40 pounds