Exhibitions and Events
The Back Story!
Definition of Exhibition

An exhibition of products and / or services held for members of a common or related industry. Sometimes referred to as a trade show.
The First Trade Shows

Egyptian, Greek, and Roman marketplaces took place at agoras
Middle Ages

Most Famous: Leipzig Book Fair in Germany
Renaissance Period

Some workers who made in-house goods would showcase examples of their work in **sample fairs**. Workers would take orders and distribute at a later date.

Early 1700s Daniel Defoe, author of Robinson Cruesoe wrote an essay about attending such a fair for fabrics in Sturbridge, Staffordshire.
Industrial Revolution

1814 was the first recorded fair in the US. Produced in Pittsfield, MA. The Berkshire Agricultural Society hosted a showcase of agricultural and regional products.
NATIONAL RESTAURANT ASSOCIATION
Careers In the Industry
Skills Needed

Opportunities abound for individuals seeking a dynamic and challenging career in the exhibitions and events industry. Employers are looking for individuals who are enthusiastic, creative, have a good attitude and are team players. Having an entrepreneurial mindset, as well as the ability and interest to constantly look for opportunities in the marketplace for the organization, is also helpful. By their very nature, all jobs in the exhibitions and events industry require that the people employed in the industry:

- be detail-oriented
- have the ability to develop and follow timelines
- be able to effectively manage multiple tasks
- be customer-focused
- be enthusiastic
- have a good attitude and “can-do” spirit
- be team-oriented
- be a strategic planner
- have knowledge in finance (i.e. budgeting, invoicing and collecting)
- have an understanding of social media marketing
## A Career in Exhibitions & Events

**START HERE**

**Novice**
- College or University
  - Student
  - Intern
  - Beginner
- Average No. of Employees: 0
- Average No. of Events: 12
- Industry Experience: < 8
- Years in Current Job: < 5

**Entry**
- Events & Exhibition Staff
  - Coordinator
  - Logistics Coordinator
  - Administrative Assistant
  - Sales Representative
  - Exhibit Sales
  - Specialist

<table>
<thead>
<tr>
<th>Novice</th>
<th>Middle Management</th>
<th>Executive</th>
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<tbody>
<tr>
<td></td>
<td>Exhibition or Trade Show Management</td>
<td>Sales Management (No Incentives)</td>
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<tr>
<td>0</td>
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<td>Vice President</td>
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<td>COO, CEO, CFO</td>
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<td>Executive Director</td>
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<td>Owner</td>
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<td>President</td>
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**Average Salary**
- $45K
- $74K
- $81K
- $89K
- $124K
The Exhibition Industry is Waiting for You!

www.iaee.com