



## EQUINE AFFAIRE, INC. TRADE SHOW ASSOCIATE

### ***JOB DESCRIPTION***

Equine Affaire, Inc. is a small event production company located in London, OH; it is in the business of producing large educational horse expos to serve the horse industry nationwide. The company produces three Equine Affaires each year—one each in Ohio, Massachusetts, and California. Each Equine Affaire consists of an extensive program of clinics, seminars, and demonstrations complemented by some of the largest trade shows in the industry.

The Trade Show Associate posting is for an entry level, full-time, hourly position working with a team on the production of first-class educational events. As a member of the Trade Show Department team within the London, OH, office the individual will assist in developing and producing some of the largest horse-related trade shows in the nation. This employee will participate in the entire trade show production process from contracting of hundreds of various exhibitors and processing exhibitor-related contracts, forms, and payments, provide one-on-one customer service to exhibitors at events, facilitate trade show operations through setting up to strike at each event. Job duties will include, but not be limited to: assisting the Trade Show Manager with preparing and sending exhibitor materials to returning and prospective exhibitors; selling and evaluating exhibit space; processing applications for exhibit space; maintaining exhibitor databases; distributing trade show forms and materials; communicating with exhibitors via the telephone and email; recording payments; facilitating exhibitor move-in; and resolving exhibitor-related issues. Job duties also include traveling to the events; assisting with pre-event preparations, interacting with exhibitors during events, monitoring and evaluating the trade show operations, and assisting with striking the trade show at the conclusion of the events.

### ***JOB REQUIREMENTS***

- Bachelor or Associate degree preferred
- Familiarity with horse industry, equine products and retailers/manufacturers a plus
- Work experience in data entry/processing
- Effective written and verbal communication skills
- A high level of organization and efficiency
- Computer skills: familiarity with Windows and Microsoft Office software (Word, Outlook, Excel, Access)
- A strong commitment to accuracy and managing details
- A “team player” attitude
- Strong customer relations skills
- Must be able and willing to occasionally lift heavy items up to 40 pounds (i.e., loading and unloading equipment/materials at events).

### ***APPLICATION PROCESS***

Interested candidates should forward a current resume—including education, work history, and three professional references—and wage requirements.

No phone calls or walk-ins, please. Resume may be mailed, faxed, or emailed (as an MS Word document or Adobe PDF file) to the attention of Lori Helsel at:

Equine Affaire, Inc.  
2720 State Route 56 SW  
London, OH 43140

Email: [lhelsel@equineaffaire.com](mailto:lhelsel@equineaffaire.com)  
Fax: (740) 845-0085