



COMMODITY CLASSIC SHOW DIRECTOR

Commodity Classic, the largest indoor agricultural trade show and educational event, jointly owned by the American Soybean Association (ASA) and the National Corn Growers Association (NCGA), seeks an individual to direct the annual event and serve as an integral member and leader of a team of professionals of each Association, other affiliates and farmer committees. This individual will manage the complete, successful implementation of each annual show while strategically developing ideas and plans for future Commodity Classic trade show and educational experiences.

Our goal is to have someone in place by early summer 2022 as plans for the 2023 show are finalized. The new Show Director will take over full planning for the 2024 Commodity Classic.

ESSENTIAL TO SUCCESS

- Ability to problem-solve under pressure and work with multiple vendors and contractors.
- Strength in building relationships with a broad array of important stakeholder groups that foster successful overall organizational culture.
- Dedication to focusing on the future in a strategic manner that keeps Commodity Classic relevant and thriving.
- Intellectual curiosity and ability to understand all elements of a successful trade show and educational event.
- Foresight to anticipate potential obstacles and motivation to find and present solutions with problems.
- Understanding of the financials and budgeting needs of a major trade show with an eye on the goal of managing costs, increasing revenues and improving profitability of Classic.

PRIMARY RESPONSIBILITIES

- Ensuring consistent communications with stakeholders that build trust and proactively provide all relevant data in a succinct but informative manner.
- Researching and presenting relevant information and analysis to the organizers and sponsors for feedback.
- Preparing, presenting, and managing budgets and serve as the point person on contract negotiations while gaining input from and fostering support amongst stakeholders.

- Overseeing event planning from site selection through post-event follow up with all major contractors including but not limited to those responsible for Trade Show Sales, Housing, Registration, Show Services, Sponsorships, Etc.
- Coordinating the logistical requirements such as security, equipment rentals, and catering services.
- Ensure the total event and individual aspects of the event operates smoothly.
- Ensuring that all health and safety standards are adhered to during the event.

CANDIDATE PROFILE

- A minimum of 7 to 10 years' experience in a similar role as an individual or with an agency or trade show management company.
- Competency in industry-specific software as well as Excel, Word and Power Point.
- Excellent financial management and budgeting abilities.
- Highly charismatic and engaging.
- Excellent interpersonal and negotiation skills.
- Strong organizational and time management abilities.
- Exceptional written and verbal communication skills.
- Willingness to work long hours and on weekends and public holidays.
- Willingness to work as an independent contractor.
- Reports to ASA Executive Director, State and Industry Relations and NCGA Vice President of Communications.

EQUAL OPPORTUNITY EMPLOYMENT POLICY

The American Soybean Association and the National Corn Growers Association are equal opportunity employers and do not unlawfully discriminate against employees or applicants for employment on the basis of an individual's race, color, religion, creed, sex, national origin, age, disability, marital status, veteran status or any other status protected by applicable law. This policy applies to all terms, conditions and privileges of employment, including recruitment, hiring, placement, compensation, promotion, discipline and termination.

As such, recruitment and selection of ASA and NCGA employees and contractors is done solely on the basis of merit. We seek to and attract those applicants who are qualified to meet the job requirements of a vacancy by virtue of their personal skills, abilities and related work experience. All applicants are evaluated for their individual merits in meeting job-related criteria as defined by the appropriate job description.

Information that is not job-related will not be considered in the recruitment and selection process. All applicants' information acquired during the employment process will be held

confidential. All open positions will be posted to notify current employees who may be qualified to fill a vacancy.

CONTACT INFORMATION

Send an email to hr@commodityclassic.com for consideration as a candidate, to suggest a prospective candidate or to inquire about this opportunity. Deadline for applications is February 28, 2022.