

# Director of Exhibitor Relations

(Reports to Show Runner / Executive Producer)

## Operational Parameters & Management Scope – Executive Leadership Position –

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### 1. Core Departments Managed

The **Director of Exhibitor Relations** oversees all exhibitor (vendor) engagement, booth assignments, communications, and on-site support for GeekFest West. This position serves as the **primary contact point** for all exhibitor coordination — ensuring professional, consistent, and proactive communication before, during, and after the event. It also manages operational planning for both exhibitor areas, monitors booth adherence to operating hours, and supports internal collaboration with Programming, Marketing, and Finance to deliver a high-quality exhibitor experience.

| Department                                     | Description  | Sub-Leads / Key Roles                          |
|--|--|--|
| <b>Exhibitor Applications &amp; Contracts</b>  | Manage applications, review process, and onboarding for new and returning exhibitors.                  | Exhibitor Coordinator, Application Review Lead |
| <b>Exhibitor Communications</b>                | Maintain proactive outreach, newsletters, FAQ updates, and official response channels.                 | Communications Assistant                       |
| <b>Booth Assignments &amp; Floor Planning</b>  | Assign and organize exhibitor locations in collaboration with Operations and Fire Marshal regulations. | Floor Plan Manager, Operations Liaison         |
| <b>Exhibitor Services &amp; Support</b>        | Oversee check-in, load-in/load-out logistics, and customer service during the event.                   | Exhibitor Support Captain, Volunteer Lead      |
| <b>Internal Exhibitors / Showcase Partners</b> | Manage internal booths (GeekFest HQ, sponsors, community showcases, non-sales exhibits).               | Internal Booth Coordinator                     |
| <b>Post-Event Reporting &amp; Retention</b>    | Manage satisfaction surveys, returning vendor registration, and follow-up communication.               | Retention & Feedback Manager                   |

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### 2. Decision Authority Parameters

This position has full operational control over exhibitor communications, booth management, and service policies, within the overall strategy and budget defined by the Show Runner.

| Area  | Authority Level  | Notes   |
|---|--|---|
| <b>Exhibitor Approvals &amp; Placement</b>  | Full authority to select, assign, and confirm booth locations.                     | Must coordinate with Operations for safety compliance.            |
| <b>Communication Standards</b>              | Full authority to set and enforce professional response and outreach protocols.    | Response goal: all exhibitor messages answered within 72 hours.   |
| <b>Exhibitor Policies &amp; FAQ Updates</b> | May draft and distribute exhibitor handbook and update policies.                   | Requires Executive review before public release.                  |
| <b>Internal Booth Assignments</b>           | Full control over internal organizational booths (non-sales).                      | Must collaborate with Marketing and Sponsorships.                 |
| <b>Conflict Resolution</b>                  | May resolve on-site exhibitor disputes or escalate major issues to Executive Team. | Immediate escalation if safety, conduct, or payment issues arise. |
| <b>Volunteer Oversight (Exhibitor Area)</b> | May assign volunteers to assist with exhibitor check-in and customer service.      | Works through Volunteer Director.                                 |

### 3. Performance & Success Metrics

This role is evaluated on **communication quality, exhibitor satisfaction, and retention rates** — key metrics for long-term trust and growth.

| Metric                                  | Target Example                                 | Source                    |
|---|--|---------------------------|
| <b>Exhibitor Response Time</b>          | 100% of inquiries replied to within 72 hours   | Email Tracking / CRM Logs |
| <b>Pre-Event Communication Accuracy</b> | 0 major miscommunication or schedule conflict  | Internal Review           |
| <b>Exhibitor Satisfaction Rating</b>    | 90%+ positive feedback                         | Post-Event Surveys        |
| <b>Returning Exhibitor Rate</b>         | 80% of eligible vendors reapply for next year  | Registration Data         |
| <b>On-Site Check-In Efficiency</b>      | 100% of exhibitors checked in under 15 minutes | Check-In Logs             |
| <b>Incident Resolution Rate</b>         | 100% of exhibitor issues resolved during event | Ops Reports               |

### 4. Operational Layout – Exhibitor Areas

GeekFest West features **two distinct exhibitor areas**, each with specific operating hours and audience focus:

| Area   | Hours   | Description  |
|--|---|--|
| <b>Primary Exhibitor Hall</b>                  | <b>Open during core GeekFest West hours, closing nightly at 7:30 PM (with last transactions ending by 7:00 PM).</b> | This is the main exhibitor zone, featuring the majority of sales and branded partner booths. Staff must ensure no exhibitor begins teardown before <b>7:00 PM on Friday and Saturday</b> . On <b>Sunday</b> , teardown begins <b>after 5:00 PM</b> only. |
| <b>Secondary Exhibitor Hall (Night Market)</b> | <b>Open late until midnight on Saturday and Sunday evenings.</b>  | This area extends attendee engagement after hours, featuring indie sellers, entertainment merch, and community partners. Managed as a distinct zone with dedicated staffing and security.  |

#### Enforcement & Monitoring:

- The Director of Exhibitor Relations is responsible for ensuring both halls maintain posted hours.
- Exhibitors in the **Primary Hall** may not close or begin teardown before **7:00 PM on Friday/Saturday or 5:00 PM on Sunday**.
- The Exhibitor Support Team will monitor early closures and report violations to the Director immediately.
- Load-out procedures and vehicle access are to begin only after the designated closing times.

## 5. Pre-Event Planning Milestones

| Timeline               | Milestone   | Deliverable                                 |
|------------------------|---|---|
| <b>Q1 2026</b>         | Publish exhibitor interest form and begin outreach to returning exhibitors.               | Exhibitor Prospect List & Outreach Plan.    |
| <b>Q1 2026</b>         | Open exhibitor applications and publish digital handbook with clear hour policies.        | Public Exhibitor Application Portal.        |
| <b>March 21st 2026</b> | Finalize initial booth assignments and send confirmations with load-in details.           | Exhibitor Layout Map (Version 1).           |
| <b>May 1st 2026</b>    | Conduct virtual town hall for exhibitors and finalize final booth placements.             | Exhibitor Communication Webinar.            |
| <b>June 15th 2026</b>  | Publish final exhibitor guide with load-in times, parking details, and contact directory. | Official Exhibitor Packet Distributed.      |
| <b>Event Week</b>      | Oversee exhibitor load-in, on-site support desk, and post-event load-out coordination.    | Daily Exhibitor Report and Wrap-Up Summary. |

## 6. Interdepartmental Interfaces

This position is highly collaborative and touches nearly every major division of GeekFest West:

- With **Finance & Ticketing**: Payment tracking, refunds, and account verification.
- With **Operations Director**: Floor plans, power access, loading zones, and compliance.
- With **Marketing Director**: Exhibitor listings, public maps, and digital promotion.
- With **Sponsorships Director**: Placement of sponsor booths and premium partners.
- With **Programming Director**: Coordination for exhibitor-led workshops or demonstrations.
- With **Volunteer Director**: Staffing exhibitor services desk and load-in support.
- With **Show Runner / Executive Producer**: Final approval of exhibitor policies, tone, and event-day issue escalations.

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## 7. Out-of-Scope Boundaries

To avoid confusion and preserve clear reporting lines:

- Does **not** manage food or beverage vendors (handled by Facilities/Concessions).
- Does **not** approve or alter exhibitor financial contracts beyond pre-set pricing.
- Cannot authorize refunds without Finance approval.
- Does **not** schedule programming panels or main stage content.
- Not responsible for sponsorship negotiation or deliverable tracking.

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## 8. Documentation & Reporting

- Maintain an **Exhibitor Master Tracker** (Zoho / Excel) including booth assignments, payments, and contact history.
- Produce a **Weekly Exhibitor Status Report** summarizing communication and onboarding progress.
- Submit a **Post-Event Exhibitor Report** summarizing satisfaction, retention, and improvement opportunities.
- Archive exhibitor correspondence, applications, and issue logs for the following year's reference.

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### ◆ Key Communication Principles

1. **Transparent Updates**: Send exhibitor update emails biweekly between March–June with setup reminders, floor plan updates, and operating hour policies.
2. **Single Point of Contact**: All exhibitor inquiries route through one monitored email or CRM system.

3. **Proactive Issue Management:** Reach out directly to exhibitors facing space, payment, or compliance issues before deadlines.
4. **Professional Consistency:** Use standardized templates and tone for all exhibitor communications.
5. **Post-Event Relationship Management:** Send thank-you and rebooking invitations within 30 days of event close.