



Exhibit & Sponsorship Sales Position

About the Company:

The Bicycle Trade Association of Canada (BTAC) is a not-for-profit trade association whose members come from the retail and supplier sectors of Canada's bicycle industry. BTAC is the national voice for cycling and our mission is to change Canadian culture by positioning cycling as the pre-eminent form of transportation and recreation in Canada.

About the Position:

BTAC is looking for a contract sales person who can sell exhibit space for our flagship trade show, ExpoCycle in the cycling industry. This person will work from our office in Newmarket three days a week. The position will start immediately and last until the end of October 2008, possibly longer. We are looking for a dynamic sales person with a proven record that can make a significant number of phone calls and contacts on a weekly basis soliciting exhibit space. Trade show sales and/or sales experience in the cycling industry are preferred but not necessary. Minimal travel is required.

PRINCIPAL DUTIES AND RESPONSIBILITIES:

- Sell exhibit space, Sponsorships and show guide advertising
- Generates direct sales from cold calling and follow up calling
- Prepares summary activity reports detailing account contacts, product, competitive and market information via Act database.
- Maintains and utilizes Sales database for all client contact and scheduling.

SKILLS REQUIRED:

- Strong knowledge of Convention and Trade Show Industry a definite asset.
- Strong communication skill both verbal and written.
- Strong Customer Service.
- High work standards in a time sensitive environment.
- Excellent organizational, initiative and problem solving skills.
- Service oriented - willing to work long hours and to put client needs first.
- Working knowledge of Microsoft Office (Word, Excel and Outlook). ACT Database knowledge a definite asset.

Please send a resume and compensation expectations to s.clarke@btac.org, Subject: Exhibit Sales Contractor. NO PHONE CALLS PLEASE.