

NORTH AMERICAN TRADESHOW & EVENTS ASSOCIATE

Responsibilities:

- Coordinate and be responsible for the complete management of Trade Shows and Conferences in North America
 - Reserve booth space, secure electricity, furniture/carpet, etc.
 - Prepare shipments, check and restock show materials, etc.
 - Design attractive graphics with powerful messaging as well as email announcements
 - Develop a pre-show packet that provides important information for the show attendees
 - Dates, time, location, hotel, booth schedule, important scientific presentations, new product releases, competitor analysis, etc.
 - Manage relationships with booth vendors and conference organizers
- Prepare and handle all of the logistics for symposiums
 - Secure the room, electricity, AV, catering, etc.
 - Prepare email invites, registration page, ads and flyers/post cards to encourage attendance
 - Coordinate the travel needs of speakers and document expenses for the Sun Shine Act
- Process leads and track KPIs
 - Work together with the Sales Assistant to gather and qualify leads to be provided to the regional sales managers in a timely and clear manner
 - Add prospects to the marketing leads module and new customer contacts in CRM
 - Define and track Key Performance Indicators for every show to be used to determine our participation in future years
- Assist with general marketing efforts including but not limited to:
 - Customer related efforts: video creation, webinars, business cases, Marketing Programs, etc.
 - Lead generating efforts: market research, prospect list creation, campaigns, advertisements, etc.
 - Control, maintain and organize the marketing stock of brochures, materials, and giveaways

Role Requirements and Qualifications:

- Extremely organized, systematic, energetic, creative and self-motivated team player whose able to work successfully during stressful periods
- Strong eye for design and detail
- Willingness to work closely with Paris, France headquarters, share information and follow defined processes
- Experience: 2+ years in a marketing and tradeshow coordination role
- Education: BA/BS in Business, Marketing, or Communications; French language skills a plus
- Computer skills: Microsoft Office, CRM (Sales Force), Adobe Creative Suite (Photoshop, Illustrator and InDesign)
- Email campaign lead generation using Active Trail and Dreamweaver



EOS imaging SA

10, rue Mercoeur
75011 Paris France
+33 (0)1 55 25 60 60

EOS imaging, Inc.

185, Alewife Brook Parkway #205
Cambridge, MA 02138 USA
+1 (678) 564 5400

Corporate Information

Capital social : 262.379,07 €
N° TVA : FRO9 349 694 893

Position Details:

- Employment type: Full-time
- Location: St Paul, Minnesota, EOS imaging's US headquarters
- Industry: Medical imaging and orthopedics
- Travel requirements: 10%-15% travel to trade shows or customer sites
- Reports to: Product Communications Manager

The EOS imaging offer:

EOS imaging offers growth opportunities as well as competitive salaries, 401K plan, stock options and health, dental and eye insurance.

**EOS imaging SA**

10, rue Mercoeur
75011 Paris France
+33 (0)1 55 25 60 60

EOS imaging, Inc.

185, Alewife Brook Parkway #205
Cambridge, MA 02138 USA
+1 (678) 564 5400

Corporate Information

Capital social : 262.379,07 €
N° TVA : FRO9 349 694 893