



## Event Marketing Specialist

### About American Reliance Inc.

With over two decades of experience, American Reliance Inc. (AMREL) has acquired novel technologies to capture the emerging markets of rugged computers, electronic test equipment, medical equipment, and solar energy. Armed with the right tools, AMREL is positioned for tremendous growth over the next three years to become a public company by 2013. This is a rare, explosive growth opportunity for entrepreneurial-spirited individuals who are enthusiastic about diverse emerging industries. Your total commitment will result in the opportunity to reap generous rewards from the overall success of the company.

### The Position

Based out of El Monte, California, AMREL is seeking an Events Marketing Specialist with strong work ethics and a get-it-done attitude. We are looking for an ambitious, motivated, and energetic individual who can leverage their expertise and experience in event planning and promotion (e.g. tradeshow, customer events, sales meetings, conferences, etc.) across several divisions. The successful candidate will be responsible for all aspects of tradeshow and event planning to include researching appropriate shows, developing marketing event plans and timelines, identifying speaking opportunities, pre- and post-show promotion, as well as the execution of all planned logistics specific to each tradeshow and/or event.

### Primary responsibilities:

- Planning, directing, evaluating, and executing trade shows and special events from initiation to implementation, including post-event evaluation and lead generation (develop planning documents and recap reports upon project completion)
- Responsible for pre- and post-show lead collection, distribution and fulfillment through CRM software
- Manage scheduling, inventory and deployment of company trade show resources
- Secures all necessary resources, equipment, materials, and supplies for trade show participation
- Manage vendors, show services and vendor contract execution
- Coordinate exhibits, graphics, presentations, hotel rooms, receptions, meetings, and other event components
- Ensure that the brand is represented accurately and that messaging is appropriate for the involved venue
- Handles all ordering, receiving, and delivery of promotional items
- Assists with mailings and e-mail campaigns as needed
- Update and maintain tradeshow booth properties as necessary
- Onsite event management and coordination as necessary
- Financial management including budgeting, monitoring revenue/expense performance, and analysis of ROI for trade show events



- Review current and potential industry events for recommendations for participation
- Update and maintain Events calendar
- Assist with other logistical events as needed
- Can assist with other Marcom activities to support the department as needed

**Requirements & Skills:**

- This position requires a highly organized and detail-oriented individual, with multitasking ability; writing skills and general marketing communications skills also needed
- Bachelors of Science degree in Marketing or Business, or equivalent combination of education and experience
- Minimum of 5 to 7 years marketing related experience; extensive trade show management experience is strongly preferred
- Solid background in all aspects of event marketing and various sizes of projects; strong knowledge of event management best practices a must
- Strong leadership, people and organizational skills and the ability to build effective working relationships
- Strong ability to work well under pressure with multiple deadlines, provide superior attention to detail, and ability to troubleshoot unplanned circumstances
- Flexibility to work in a fast paced environment and complete deadline driven assignments/ projects and accommodate urgent requests as necessary
- Ability to work well unsupervised, while remaining open to input from other team members and constructive criticism from management
- Able to make independent decisions and work collaboratively with creative team and other departments
- Excellent verbal and written communication skills
- Possess good analytical skills
- Must be able to do some strenuous physical activity, including lifting, carrying and moving boxes and be able to stand for occasional prolonged periods of time
- Exceptional proficiency in MS Excel; also proficient in other MS Office applications, such as Word, PowerPoint