

We are looking for a

Sponsorship & Exhibits Sales Manager

Global Planning Solutions is seeking an experienced Sponsorship & Exhibits Sales Manager to generate revenue across a portfolio of national and international conferences through the sale of sponsorship, exhibition, advertising, and partnership opportunities.

The successful candidate will bring a strong record of consultative business-to-business sales and understand how to connect a sponsor's business objectives with the audience, content, and commercial opportunities offered by each conference.

This is a results-driven role for someone who is confident developing new business, disciplined in managing a sales pipeline, and committed to building long-term relationships with sponsors, exhibitors, and industry partners.

A BIT ABOUT US

Global Planning Solutions (GPS) is a Canadian conference, event, and marketing management company with more than 55 years of experience delivering national and international programs.

We partner with associations, corporations, and organizations to manage complex conferences and events from strategy through execution. Our services span conference management, exhibitions and sponsorship, corporate events, marketing and design, and digital solutions.

As a long-standing member of the International Association of Professional Congress Organisers (IAPCO), GPS combines decades of industry experience with a forward-looking approach to technology, innovation, and client service.

THE ROLE

-  Develop and execute a sales plan for each assigned conference, aligned with approved revenue targets, inventory, pricing, and timelines
-  Research, identify, and qualify prospective sponsors, exhibitors, advertisers, and strategic partners within relevant industries and markets
-  Generate new business through telephone and email outreach, LinkedIn, referrals, industry networks, and conference participation



- ✦ Manage the complete sales cycle from initial outreach and discovery through proposal, negotiation, and signed agreement.
- ✦ Recommend sponsorship and exhibit opportunities that respond to each prospect's objectives while protecting the value and integrity of the conference
- ✦ Meet or exceed sponsorship and exhibit revenue targets across multiple conferences with different audiences, timelines, and sales cycles
- ✦ Develop and maintain strong relationships with new and returning sponsors and exhibitors, serving as their primary sales relationship contact
- ✦ Maintain accurate records of contacts, activity, proposals, agreements, revenue, and next steps in the company's CRM and project systems
- ✦ Prepare reliable pipeline forecasts and provide regular sales, revenue, and commission updates to the appropriate Conference Manager and leadership team
- ✦ Build out sponsorship and exhibition prospectuses, package structures, pricing recommendations, sales messages, and new revenue opportunities
- ✦ Work with internal teams to ensure inventory is accurately represented in sales portals and tax, invoicing, and payment requirements are confirmed before launch
- ✦ Provide a complete and timely handover of confirmed benefits, negotiated terms, deadlines, and special commitments to the teams responsible for fulfilment
- ✦ Prepare post-conference sales reports, market feedback, and renewal recommendations for each assigned conference

WHAT YOU BRING

- ✦ 3-5+ years of successful experience in sponsorship, exhibition, partnership, advertising, or consultative business-to-business sales
- ✦ Demonstrated ability to develop new business, build an active pipeline, and achieve defined revenue targets
- ✦ Experience selling for conferences, associations, exhibitions, media, professional services, or other relationship-based environments is strongly preferred
- ✦ A clear understanding of how sponsors assess audience access, brand visibility, thought leadership, engagement, and return on investment
- ✦ Strong proposal development, presentation, negotiation, and closing skills
- ✦ Excellent written and verbal communication skills, with the confidence to engage senior decision-makers
- ✦ Strong relationship-management skills and the judgment to sell value without overpromising benefits or operational capabilities



- ✚ High attention to detail and disciplined follow-up, particularly when documenting agreements and transferring information to project teams
- ✚ Ability to manage multiple conference sales cycles, priorities, deadlines, and revenue targets simultaneously
- ✚ Experience using CRM, sales-tracking, and online sales or registration systems; familiarity with EventsAir, Wrike, or similar platforms is an asset
- ✚ Ability to work independently in a remote environment while collaborating with conference, exhibition, marketing, finance, and leadership teams
- ✚ Excellent oral and written communication skills in English; bilingualism, particularly English/French, is considered an asset

WHAT WE OFFER

- ✚ A competitive base salary plus performance-based sales commission
- ✚ The opportunity to build sponsorship and exhibition programs across a varied portfolio of national and international conferences
- ✚ Currently a remote-first role with the potential for hybrid or full-time in-office
- ✚ Health and wellness benefits package (eligible after 3 months)
- ✚ Vacation: 2 weeks paid time off
- ✚ Holidays: 9 paid statutory holidays plus office closure between Christmas Eve and New Year's Day
- ✚ Professional development
- ✚ IT equipment and internet allowance
- ✚ A collaborative environment where initiative, sound judgment, and ownership are valued

HOW TO APPLY

Qualified candidates are invited to submit their **resume** and **cover letter** along with **salary expectations by email to careers@globalplanning.ca**. Please include " Sponsorship & Exhibits Sales Manager " in the subject line. Tell us why you are the right fit for the role and highlight your sales results and relevant sponsorship, exhibition, or partnership experience. Global Planning Solutions encourages applications from candidates of all backgrounds. Please note that only candidates who are considered for an interview will be contacted.

ADDITIONAL INFORMATION

Position Type: Individual Contributor (Non-Management)

Location: Remote - candidates must be based in Ontario or Quebec

Language: Fluent in English (written and oral); French considered a strong asset



Reports To: President

Job Status: Permanent Full-Time

Application Deadline: When filled

Candidates must be legally eligible to work in Canada and to travel internationally (valid passport required; no travel restrictions to key conference destinations).

