



INTERNATIONAL SIGN ASSOCIATION

# *The International Sign Association (ISA)*

*Vice President Trade Show & Events*

**Vetted  
Solutions**

A PASSION FOR PURPOSE

## *Organization Culture*

ISA lives its staff-created culture code which promotes staff to (1) take calculated risks, (2) be your unique self – you were hired for a reason, (3) foster respect, transparency, and trust, and most importantly, (4) have fun! ISA operates in a hybrid/remote work environment.

## *Position Overview*

The Vice President, Trade Show & Events serves as leader of all International Sign Association (ISA) and Sign Research Foundation (SRF) events and meetings, including our tradeshow (250,000 n.s.f., 500 to 600 exhibitors and 20,000 attendees) and conference, ISA International Sign Expo. Provides guidance to meetings and event staff and all ISA staff involved in ISA Sign Expo and smaller boutique meetings.

## *Key Responsibilities*

- Member of the ISA Leadership Team that oversees all day-to-day operations of the association ensuring adherence to the strategic plan.
- Collaborate with the Board and Leadership Team to develop and implement ISA's strategic plan and strategies for achieving the vision.
- Provide strategic guidance to ISA management and Board.
- Organize and interpret Expo, event and meeting data to understand trends and lead improvements and changes, both financial and non-financial.
- Create and monitors overall department budget. Develops the current year estimate and future years' budgets; plan and update as needed.
- Oversee and manage the development and production of all convention efforts.
- Manage all vendor selections and management for convention/meeting activities including registration, hotels, convention centers, audiovisual, destination, off-site venues, general service contractor, housing, etc.
- Oversee the registration process.
- Oversee the housing management process at Expo to maximize room blocks, revenue and minimize any financial risk to the Association.
- Review, negotiate and sign all vendor contracts.
- Serve as Supplier/Distributor Steering Committee lead.
- Schedule committees, program functions and social functions.
- Identify strategic partnerships and opportunities for the ISA Sign Expo.
- Provide guidance and direction on ISA Sign Expo brand and experience.
- Work to maximize net revenues of all ISA events and conferences.
- Coordinate with the Marketing Dept. on design elements and scheduling of Expo messaging.
- Coordinate with Marketing team to ensure communications are in line with operational needs.
- Coordinate with SRF and the Education Dept. to ensure their needs are being met onsite.

- Serve as key liaison to all outside vendors and internal ISA department leads for ISA events.
- Manage the staff team.
- Work close with the Business Development team.
- Collaborate with the Converge (a boutique B2B event of approximately 150 attendees) conference team.
- Monitor competing and unrelated events to find innovative ways to improve the experience for all stakeholders.
- Serve on industry boards and advisory councils as necessary.
- Serves as Executive Director of National Association of Sign Supply Distributors (NASSD) and as the lead for its Executive Summit.

## *Experience and Qualifications*

- Minimum 10 years of demonstrated successful tradeshow experience.
- Deep knowledge of developing trends and innovations in the trade show and meetings industries.
- Actively involved in trade show and meetings industry associations to keep updated on recent developments.
- Ability to prioritize large volumes of projects and effectively see them through to conclusion.
- A strong work ethic, enthusiasm, positive energy and high integrity.
- Good time management and project management skills, including priority setting, follow through and works well under pressure and is highly accountable.
- Team player, commitment to self, job, department and ISA.
- Ability to develop and maintain positive relationships with clients and partners.
- Excellent communication and interpersonal skills, including phone etiquette and verbal and written communication required.
- Proven ability to work independently, coordinate multiple work activities and meet critical deadlines.
- Ability to think strategically and excel at driving the organization forward.
- Experience with databases, including Salesforce preferred.
- Shows leadership ability and brings a creative approach to meeting and exceeding customers' needs and organizational goals.
- Strong technical skills including Microsoft O365, Salesforce and event technology.
- An undergraduate degree preferred.
- Creative, innovative marketing experience preferred.
- CMP and CEM preferred.

## *About You*

You are both a leader and a doer who brings passion and energy to your work. You are uber organized and a self-starter and you drive staff, vendors, and partners to action. You manage employees to inspire people's best work and encourage calculated risk taking and out-of-the-box thinking. If challenges arise, staff can troubleshoot a solution and have the confidence and independence to find and offer acceptable solutions. You coordinate workflows, project deadlines and schedules to keep staff on budget, on time and within scope. You have an agility that allows you to be stern with deadlines but possess a flexibility that is sometimes needed for event and meeting operational success. While you have a keen event planner mind, you also can set a strategic direction for the organization and motivate others to execute it for success. You have an executive presence that conveys confidence and professionalism to all levels of the organization and industry. You can deftly identify and execute opportunities in a variety of organizational initiatives and lead them to success. Able to travel domestically (and on occasion internationally) including weekends.

## *About ISA*

The International Sign Association (ISA), recognized by the Council of Manufacturing Associations as a "Best Place to Work", is a leading association for the sign, graphics and visual communications industry. Our industry is vibrant and creative—we expect our marketing efforts to match that. We host ISA International Sign Expo®, an annual tradeshow and conference that draws 18,000-20,000 attendees as well as smaller boutique/niche in-person and virtual events. Throughout the year, our meetings and events team provide operational support for all ISA programs and projects: advocacy, business development, corporate, education, research, and workforce development. We also support and advise the Sign Research Foundation (SRF). We are highly selective in who we hire, expecting candidates to live up to ISA's culture code, not see titles but see opportunities, roll up their sleeves to support day-to-day operations, and position us for the future.

## *Digital Presence*

Web: <https://signs.org/>

Facebook: <https://www.facebook.com/ISASigns>

Threads: <https://www.threads.net/@isasigns>

X: <https://twitter.com/ISASigns>

LinkedIn: <https://www.linkedin.com/company/international-sign-association/>

Instagram: <https://www.instagram.com/isasigns/>

YouTube: <https://www.youtube.com/user/IntlSignAssociation>

## *Compensation*

Though ISA has an office in Alexandria, VA, it is recruiting the right talent regardless of location in the United States. The base salary range for the role is approximately \$160,000 to \$170,000 with additional incentive compensation.

Vetted Solutions is an executive search firm focused on serving the Board, CEO and senior staff recruitment needs of purpose driven organizations.

For confidential consideration, please contact Jim Zaniello, President & CEO, via [ISAVPTSSearch@vettedsolutions.com](mailto:ISAVPTSSearch@vettedsolutions.com) or call +1 202 544 4749.

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