



Job Title: Account Executive – Exhibit Sales

Location: Washington, DC or Remote

Reports To: President / CEO

Employment Type: Full-Time

About Us:

At 21st Century Expo Group, we design and build immersive, high-impact trade show exhibits that help brands stand out on the show floor and create meaningful connections with their audiences. With decades of industry experience and a reputation for creativity, precision, and service, we partner with clients across industries to deliver custom exhibits, program management, and experiential environments that drive results.

Position Summary:

We are seeking a motivated and experienced **Account Executive** to join our sales team and lead the charge in identifying, developing, and securing new business opportunities in the trade show and experiential marketing space. This role focuses on selling **custom and rental exhibits** and related services to brand clients, helping them achieve their face-to-face marketing goals through compelling, well-executed exhibit solutions.

Key Responsibilities:

- Proactively prospect and develop new business relationships with brand marketers, event managers, and exhibit decision-makers.
- Conduct discovery meetings to understand client needs, goals, and budget parameters.
- Collaborate with internal design, estimating, and production teams to develop tailored proposals and exhibit solutions.
- Present creative concepts and proposals to clients in a clear, compelling manner.
- Manage the full sales cycle—from initial outreach through signed contract and client handoff to project management.
- Maintain a robust sales pipeline and consistently meet or exceed sales targets.
- Represent the company at trade shows, client events, and industry networking opportunities.
- Stay up to date on industry trends, competitor offerings, and client marketing strategies.

**Qualifications:**

- 3+ years of experience in B2B sales, preferably in the trade show, events, or experiential marketing industry.
- Proven track record of meeting or exceeding sales quotas in a consultative sales environment.
- Strong knowledge of custom exhibit design, materials, and production processes is highly preferred.
- Excellent communication, presentation, and relationship-building skills.
- Self-starter with strong time management and organizational skills.
- Familiarity with CRM systems and basic sales reporting; strong administrative and organizational skills to track leads and data.
- Ability to travel as-needed for client meetings and industry events, possibly as much as 50%.

Bonus Skills:

- Experience working with exhibit houses, marketing agencies, or event planning firms.
- Understanding of international exhibiting practices or global exhibit program management.

Compensation & Benefits:

- Competitive base salary + uncapped commission
- Health, dental, and vision benefits
- 401(k) with company match
- Paid time off and holidays
- Professional development opportunities