



Nebraska State Fair Job Description Sales Manager - May 2023

POSITION SUMMARY

The Sales Manager will assist the Sales Director in workings for the annual Nebraska State Fair (NSF) and Aksarben Stock Show (AK). The Sales Manager will assist with creation and upkeep of **vendor agreements, payments**, registries, insurance verifications, and multiple other documents. The Sales Manager will coordinate reservations for the Nebraska State Fair **Campgrounds** and the **Antique Tractor Display** area. The Sales Manager will manage the **Read & Win Prize Packet Program**, and actively participate in other Sales Department, planning, documentation, events, tours, and troubleshooting. The Sales Manager will also input information into the **NSF website and mobile app** to create the individual vendor pages with photos from the previous year.

ESSENTIAL DUTIES AND RESPONSIBILITIES include the following. Other duties may be assigned.

- Create, Send, and Coordinate Renewals and Agreements for Vendors. Identify information that correctly recognizes the offer and approval of each location, utility needs, and product descriptions.
- Assign and update Vendor and Partner classifications based on product (new and/or adjustments).
- Process deposits and payments for booths, NSF campgrounds, and credit card transactions for other departments (sponsorship and administration).
- Reconcile deposits to Event Pro reports.
- Perform reference checks for new applications. Verify information about new applicants.
- Manage filing system of booth space Renewals and Agreements.
- Track, fulfill, and reconcile Exhibitor Ticket Order Forms including admission ticket orders for the Sales department, and the department's programming partners.
- Maintain inventory of building keys that get checked out to Vendors and Superintendents by having them sign in and out.
- Prepare and keep record of Antique Tractor invites and registration forms yearly.
- Assist in the Antique Tractor games: order trophies, create flyer, contact emcee, provide gate admissions and food vouchers to emcee, and help as needed at games.
- Attend Antique Tractor meetings if able in St. Paul, Alda, or others as invited to keep them abreast of State Fair news.
- Invite Sustainability leads to participation at Sustainability Pavilion. Record the returned applications on a spreadsheet and help prepare schedule for both stage and static exhibits. Prepare admission tickets for all participants.
- Look for new and unique displays of art and products that are made in Nebraska. Follow through with securing space & Programming Partner benefits.
- Assist with Vendor check-in by greeting and receiving vendors in person, verifying that all required documentation has been received and physically taking or directing the vendors to their location and confirm necessary utilities are available for set up.
- Troubleshoot vendor questions as able.
- Coordinate furniture and appliance rental requests for all State Fair staff.
- Update forms, and maintain returned documents and registries for required insurance certificates, years of service, drawing and giveaway forms, Vendor Supply Lots, performance deposits, etc.

- Coordinate reservations and process both cash and credit card payments for the Nebraska State Fair campgrounds. Ensure that payments balance weekly.
- Facilitate the transition of campground reservations to the on-site hosts at fair time.
- Manage Read and Win program by reaching out to libraries annually, ensure that materials are ordered, packaged, and delivered to the libraries.
- Promote vendor participation in the Read and Win program by encouraging coupon specials for the State Fair prize packet.
- Distribute the Read & Win prize packages to admission gates and advise the gate attendant on the prize package redemption procedure. (Lifting boxes up to +50 lbs.).
- Oversee volunteers within the Antique Tractors Display.
- Create and distribute welcome packets, vendor badges, notices, and updates to vendors throughout the Fair.
- Provide photo documentation of vendor booths.
- Restock supply boxes for Building Superintendents, Tractor Display Volunteers, and Campgrounds Hosts.
- Create and send thank you's post fair to Partners of the Nebraska State Fair.
- Prepare Outstanding Exhibitor judging forms, distribute judging packets to judges, collect completed packets, and tally scores for the winning booths. Photograph the distribution of award/prizes. Update the website with yearly winners as soon as possible after awards have been distributed.
- Prepare for the New and Unique Food Contest, help secure judges, prepare paperwork and admission tickets for the judges.
- Verify that all Certificate of Insurance forms are updated and properly list all additional insureds.
- Participate in IAFE Zoom calls, zone 5 conferences, Commercial Exhibits and Concessions Committee meetings via Zoom.
- Participate in the Grand Island Chamber of Commerce Connectors program.
- Other duties as assigned.