Exhibition Place

Job Opportunity

Job Title: Senior Account Executive, Corporate **Salary Range:** $91,965.00 to $116,220.00

Job Type: Permanent **Hours of Work:** 35 hours per week

Posting Date: October 19, 2026 **Closing Date:** November 2, 2026

Job Vacancy Status: Existing Position

Primary Function

Reporting to the Director, Sales & Marketing, the Senior Account Executive is responsible for client experience during the full sales cycle from initial contact through to post event completion. The senior account executive will develop and implement sales strategies and tactics for the Canadian, US and International corporate market including trade shows, conferences, conventions, and meetings within this assigned industry sector.

Major Responsibilities

- Initiate sales activities such as direct sales cold calls, telemarketing, LinkedIn platforms, social media, industry events, personal networks, direct eblast campaigns, Familiarization Tours, and site inspections to potential clients to obtain booking and rental of exhibit halls, conference centre, meeting rooms, and outdoor spaces, etc.
- Develop and implement sales programs, lead generation and sales plans for Exhibition Place within the GTA, Canadian, U.S. and International market segments.
- Negotiate, create proposals, and quote rental rates and services, ensure there is compliance with all rental contracts via timely, accurate and concise input of client needs, expectations and any negotiated terms or items within the event portfolio in booking software and ensure this sits within the booking guidelines.
- Attend industry tradeshows, conferences, sales missions and participate within the meetings industry associations (MPI, SITE, DSA etc.), to build personal profile as an events industry expert and enhance Exhibition Place brand.
- Collaborate and build and maintain relationships with City of Toronto and Destination Toronto
- officials on City bids and process in order to secure large city-wide business with strong economic impact or multi-year agreements.
- Negotiate license agreements for high value, new, key, repeat and multi-year corporate accounts.
- Provide intelligence on industry tradeshows and conventions that would assist in generating leads and enhancing networking opportunities.
- Meet and exceed sales goals.
- Work cooperatively with suppliers and staff in procuring service estimates and quotes for food and beverage, décor services, audio-visual gear, labour and other Exhibition Place services such as cleaning and production in order to negotiate and qualify potential business within the booking guidelines, keeping in mind our competitive analysis.
- Track and maintain client data base using Momentus application for reporting and auditing purposed.
- Ensure client satisfaction via regular post sale communications with client including pre, during and post event follow up.
- Monitor market conditions and report and share with team members on trends, issues, or other conditions that may require modifications in sales activities and strategies.
- Special projects as assigned.
- Perform other duties as assigned

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Required Qualifications

1. Post-secondary degree in hospitality/tourism or event management, or equivalent acceptable combination of education and experience.
2. Several years of proven sales experience in convention centre sales, exhibition services, consumer, and trade show and/or hospitality experience required.
3. Experience using Momentus or similar Customer Relationship Management (CRM) software systems.
4. Excellent interpersonal skills with the ability to communicate effectively, both verbally and written.
5. Good organizational skills including the ability to prioritize and meet strict deadlines.
6. Proficient in use of web-based applications (Outlook, Word, Excel, Teams, Zoom etc.).
7. Ability to work independently and within a team environment.
8. Ability to multi-task in a fast-paced environment.
9. Travel required for conferences, tradeshows, industry association meetings and client events are required outside of regular business hours.

How to Apply:
For internal applicants, please login to ADP and **Click on MYSELF > Talent > Career center**

For external applicants, go to ADP Workforce Now

Diversity, Equity, and Inclusion:
Exhibition Place is committed to fostering an inclusive, accessible environment where all employees and members of the public feel valued, respected, and supported. We are dedicated to building a workforce that reflects the diversity of the public and the communities in which we live and serve.

Accommodation:
If you are an individual who requires accommodation to apply to this position, due to disability under the Ontario Human Rights Code, please email us quoting the job title and closing date. Exhibition Place is committed to providing Code-protection accommodation throughout its hiring process.

We thank all applicants for their interest in this opportunity. However, only those selected for an interview will be contacted.