

Program Ad Sales Lead

Role Description

Responsible to solicit advertising for the quilt Show Program from show vendors, Guild members and others.

Timeframe

Beginning with Quilt Show Kickoff Meeting through Post Show Review Meeting.

Primary Responsibilities

Before the Show

- During planning phases, determine major milestones and establish target dates for completion.
- Attend Pre-show meetings as requested.
- Set the prices of advertisements in the show program.
- Work with the show program designer to inform on the number and size of ads sold.
- Send all ad copy to Program Designer
- Submit Committee financial requests to the Quilt Show Treasurer for payment.

During the Show

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After the Show

- Attend Post Show Review Meeting.
- Provide input (report); document what worked well as well as opportunities for improvements.
- Submit itemized income and expense report to Quilt Show Treasurer at final show meeting, as applicable.
- Submit any final financial requests to the Quilt Show Treasurer for payment.