

**ACCOUNT EXECUTIVE**  
**FREEMAN**  
(DALLAS, TX)



**COMPANY HISTORY**

Donald S. “Buck” Freeman, visionary founder of his namesake company, Freeman, began his career while a college student at the University of Iowa. As a pledge for a national fraternity, he discovered that he enjoyed decorating fraternity parties across campus. The success of decorating fraternity and sorority parties led Buck to form the New Idea Service Company in Iowa City, Iowa, in 1923. The “idea” grew and the company expanded to serve larger universities and state schools.

In 1927, Buck opened the first Freeman Decorating Company (FDC) office in Des Moines, Iowa. The next 15 years led to expansion for FDC through the purchases of other decorating companies. They began to perform work for fairs and small regional events.

During World War II, Buck redirected his work to support the war effort by painting government barracks, hospitals and airport runways. Freeman Contractors, Inc. was formed to handle this special government work, including extensive camouflage work at several training airports in the Midwest.

After the war, Buck continued with his decorating business in the state of Iowa. In 1950, Freeman was asked to build an exhibit at the State Fair of Texas. Buck opened an office and warehouse in Dallas, which eventually became the company’s headquarters in 1974. Freeman Decorating Ltd. (FDL), the Canadian division was opened in 1988; in 2001, Hoffend Xposition, a full-service contracting firm, joined the Freeman family of companies.

In 1961, Buck added full-service freight and material handling services through the purchase of Sullivan Transfer Company. In 2003, Sullivan’s convention division became part of Freeman Decorating; the specialized rigging and heavy haul division remained a separate entity and is now known as Sullivan Rigging.

With the help of a designer, Buck solicited business for the 1966 International Petroleum Exposition. This laid the groundwork for the establishment of the Freeman Design Display (FDD) division of the company, which officially opened in August 1967. FDD changed its name in April 1989 to Freeman Exhibit Company (FEC).

In 1975, Buck purchased controlling interest in AVW Audio Visual, Inc. A national full-service audio visual company, AVW operates with a complete inventory of audio visual and computer rentals, meeting and corporate event services, custom equipment sales and installation. In 2001,

AVW merged with Canadian-based TELAV Audio Visual Services to form AVW-TELAV Audio Visual Solutions, the most comprehensive resource for audio visual and presentation technology needs in North America. In January 2008, AVW-TELAV became Freeman – Audio Visual Solutions.

In 1997, a full-service trade show air freight company, Freeman Air, became the sixth company within the Freeman companies. The company expanded in 1999 to become Freeman Transportation, a full-service global exhibit transportation group, including common carrier, van line, air freight and small package services.

In 2000, Stage Rigging, Inc. joined the group of companies to add another specialized resource. Stage Rigging is a diversified theatrical rigging company that provides a full range of rigging services on a global basis for theatrical tours, corporate events, and expositions.

In 2002, the company added electrical services to its full-service resources with the acquisition of Kerry Technical Services in Toronto. In 2004, they also began to offer electrical and utility services on the U.S West Coast through the acquisition of Independent Electric company.

The Freeman family of companies also includes Party Time Rentals in Ottawa, providing event and catering rental equipment.

Freeman's son, Donald S. Freeman, Jr., was named President of the company in 1972 and currently serves as chairman for Freeman. Don's son-in-law Joseph V. Popolo, Jr. serves as CEO of Freeman, with daughter Carrie Parsons as vice chair and chief marketing officer.

Buck Freeman died on February 5, 1977, after devoting more than 50 years to the convention and trade show industry. In 1985, the Convention Industry Council named "Buck" Freeman one of the original 11 Industry Hall of Leaders for his major contributions to the growth and professionalism of the meeting and trade show industry. In 1993, Don Freeman was also inducted into the Convention Industry Council's Hall of Leaders.

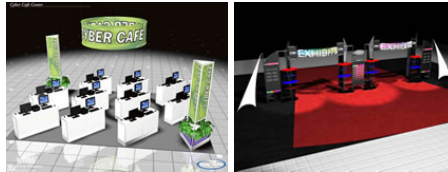
Today, the company Buck founded has consolidated most of its divisions and is simply known as "Freeman." The company continues to produce events that facilitate face to face marketing from 75 offices in 40 cities across North America, providing a complete range of services including overall design and décor, graphics production, logistics and on-site coordination, exhibit design, fabrication and program management, installation and dismantle services, carpet and furnishings, audio visual presentation technologies, electrical services, theatrical stage rigging, freight transportation and material handling services.

## **COMPANY OVERVIEW**

Freeman is the world's leading provider of integrated services for face-to-face marketing events, including expositions, conventions, corporate events, and exhibits. Founded in 1927, the company is headquartered in Dallas, Texas, with offices in 40 cities across North America. The company remains privately held by the Freeman family and over 4,000 employee owners through an Employee Stock Ownership Plan. In 2006, they produced over 3,900 trade shows, including 100 of the largest 200 U.S. trade shows, and over 10,000 other events of all sizes worldwide.

The company's full-service solutions include event design and production, communications content development, execution, and measurement; logistics planning and on-site coordination; large-scale digital graphics and banners; furnishings, flooring, and décor; event staging; audio, video, lighting, projection, digital services including presentation management; simultaneous interpretation; entertainment; theatrical and heavy equipment rigging; exhibit construction and program management; installation and dismantle services; electrical and utilities; global freight transportation and material handling services.

*For additional information about Freeman and the Freeman family of Companies please visit [www.freemanco.com](http://www.freemanco.com)*



### **POSITION SUMMARY**

The Account Executive will serve as a link to develop new targeted corporate accounts and increase revenue from existing Freeman accounts. This position requires a strong ability to develop new-targeted corporate accounts and the ability to penetrate multiple levels of the organizations. Will need to effectively communicate Freeman's robust product and service offerings and possess the ability to deliver what is promised. Experience with negotiating new contracts and managing established contract terms is required. Bachelor's degree or a minimum of 5-7 years of related industry experience is required for this position. Frequent travel is required. The duties may increase or decrease at any time at the discretion of management. This position will report to the Director of Sales, Corporate Accounts and be based in Dallas, TX (New York, Las Vegas, Chicago, Seattle, or Anaheim may be considered, but will be reviewed on an individual basis depending on experience level within the Exhibit and Event industry).

### **DUTIES AND RESPONSIBILITIES**

- Develop new Corporate Account revenue
- Increase revenue from existing Freeman Corporate Accounts
- Initiate business opportunities at large corporate organizations; penetrate multiple levels of target organizations
- Develop key relationships and maintain overall customer satisfaction
- Provide regular forecasting and account status reports to Freeman Corporate Accounts management team, coordinate with members of Corporate Team
- Negotiate contracts and manage established contract terms and conditions

The position requires an individual that will act and function in a consultative manner. This individual will add value to a customer's organization. The customer will rely on this individual to define, recommend and assist in establishing an enhanced and more efficient method of creating and exercising the Freeman products and services for their trade show and event marketing program.

### **QUALIFICATIONS**

To perform this job successfully, an individual must be able to perform each essential duty satisfactorily. The requirements listed below are representative of the knowledge, skill, and/or ability required. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

The position requires the skills and capability to:

- Develop strategy for initiating and penetrating target accounts
- Effectively communicate Freeman's robust product and service offering with customer personnel ranging from VP of Marketing to trade show personnel to event staff to purchasing and procurement managers
- Uncover and identify new revenue opportunities
- Implement customer strategy and determine tactical elements to support
- Collaborate with customer at all levels to define expectations and ensure clear understanding of those expectations by all parties
- Ensure delivery of all contract commitments
- Ensure consistency of the operational approach, branch-to-branch, show-to-show
- Understand customer's brand, image requirements, message delivery practices and marketing position in order to offer creative solutions to achieve the customer's marketing objectives as they relate to use and exercise of Freeman products and services
- Continuous and consistent marketing of Freeman's value added services
- Identify for customers how Freeman's products and services provide an advantage vs. other alternatives in the marketplace.

### **ADDITIONAL SKILLS NEEDED**

- Ability to read, analyze, and interpret general business periodicals, professional journals, technical procedures, or governmental regulations. Ability to write reports, proposals, business correspondence, and procedure manuals. Ability to effectively present information to and respond to questions from groups of managers, customers, and the general public. Ability to read construction plans, set-up drawings and floor plans.
- Ability to add, subtract, multiply, and divide in all units of measure, using whole numbers, common fractions, and decimals. Ability to compute rate, ratio, and percent and to draw and interpret bar graphs.
- Ability to apply common sense understanding to carry out instructions furnished in written, oral, or diagram form. Ability to deal with problems involving several concrete variables in standardized situations.

## **PHYSICAL DEMANDS / WORK ENVIRONMENT**

- The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- While performing the duties of this job, the employee is regularly required to sit or stand, walk, and, talk or hear. The employee is occasionally required to use hands to finger, handle, or feel and reach with hands and arms. Specific vision abilities required by this job include close and distance vision. The employee frequently is required to use hands to finger, handle, or feel and reach with hands and arms.
- The work environment characteristics described here are representative of those an employee encounters while performing the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.
- The office environment is usually quiet. While at show site, the employee may encounter loud noise, extreme temperatures, and be near moving machinery and toxic fumes. The employee will be required to work very long hours as needed.

## **KEY CHARACTERISTICS NEEDED**

- Ability to build and maintain unshakeable relationships
- Extremely organized
- Someone who can think, relate, and act quickly and easily to any situation
- The position requires an individual that will act and function in a consultative manner
- Must be a self starter with the ability to hit the ground running
- Must have the ability to find new business relationships

***For consideration of this opportunity, please e-mail resume with cover letter, including salary history to: Mark Gnatovic, Vice President with SearchWide  
[gnatovic@searchwide.com](mailto:gnatovic@searchwide.com) (Direct 817-283-0530)***