

## THE SHOW STARTS HERE

Creative careers behind the world's biggest concerts, festivals, trade shows, and brand experiences. **Often \$60K–\$120K+. Often no 4-year degree required.**

**You've already been to our job.** Every concert, comic-con, auto show, festival, and major trade show is built by a team of people. That team could be you.

### 8 Roles That Are Hiring Right Now

Role	What you do	Typical pay
Show Producer	Run the whole show end-to-end	\$65K–\$150K
Exhibit / Booth Designer	Design the spaces brands use to make a first impression	\$55K–\$110K
Rigger / Stagehand / AV Tech	Hands-on build and tech; apprenticeships available	\$45K–\$95K+
Venue Operations Manager	Run the building where the show happens	\$60K–\$120K
Sales & Sponsorships	Sell booth space and partnerships	\$70K–\$200K+
Event Marketing	Fill the seats	\$55K–\$110K
Logistics & Freight	Move the show	\$50K–\$95K
Experiential Tech / XR	Build AR, LED walls, interactives	\$65K–\$140K

### Why this industry?

- 2M+ U.S. jobs; \$100B+ contribution to GDP each year.
- Creative, hands-on, team-based — no two days the same.
- Demand for live experiences is rising post-pandemic.
- Many roles are promoted from within — fast ladder.
- You can travel the world building shows.

### How to start this year

1. Volunteer at any local convention, concert, or expo — most will take you if you just ask.
2. Reach out directly to a member company of ECA, EDPA, ESCA, IAEE, IAVM, or SISO.
3. Ask your school counselor to host a live speaker from the industry.
4. Talk to the person who just presented — ask how they got started.
5. Visit [exhibitionsindustryawareness.com](https://exhibitionsindustryawareness.com) to learn more.

### Myths vs. reality

Myth	Reality
You need a 4-year degree.	Many top earners came up through trades, apprenticeships, or community college.
Events = wedding planning.	Events = \$100B industry covering concerts, trade shows, sports, brand activations, and more.
It's unstable.	Demand for in-person experiences is rising. Member companies are hiring right now.
It's only for extroverts.	Half the roles are tech, logistics, and design — behind the scenes.

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