

EXHIBITION CHECKLIST

Participating in an exhibition is a big activity for any business. It's important to plan thoroughly in order to get the most out of the event and maximise your ROI. Keep your event goals front of mind throughout the planning process.

Below is a guide of how you can prepare for your upcoming exhibition. Use this checklist alongside the instructions provided by the exhibition organisers.

12 TO 18 MONTHS BEFORE THE SHOW

■ **Set a budget for the exhibition and any campaigns you will run off the back of it**

■ **Book your exhibition stand**

Many shows have different tiers of sponsorship or different levels of exhibitors, depending on how much you want to pay.

■ **Review your exhibition show objectives**

- Why are you exhibiting there and what do you want to achieve?
- Who are you interested in attracting/speaking to?
- How many leads or sales do you want to gain?

9 TO 12 MONTHS BEFORE THE SHOW

Decide which products or services to exhibit

- If you have more than one product or service, what will you push?
- Are you launching a new product or service, will this coincide with the exhibit?
- Prepare demonstrations or presentations that you can show or have running on the stand.
- Think about offering a discount, deal or free trial to the show attendees or people you spoke to directly.

Start planning your exhibition stand

How will your stand look? Write a good stand brief for your contractors and make sure you have organised the following. For some requirements, exhibitions will have specific providers and will require you to book through them i.e. utilities. Other things you will need to organise and ship to the show yourself.

- Stand location
- Lighting
- Utilities such as water, electricity, internet, phone lines
- On-stand furniture
- Carpets / floor covering
- Catering refreshments
- Cutlery / cups / plates
- AV equipment and presentations
- Formal / informal meeting areas
- USB sticks, adaptors, chargers, cables
- Choose your exhibition stand contractor
- Review speaker opportunities
- Research workshop or breakout session opportunities



6 MONTHS BEFORE THE SHOW

■ Consider the finishing touches

- Will your stand meet safety regulations
- Do you have insurance
- Do you need security night sheets
- Does the stand need to be stored after the show
- Plan product samples, giveaways and collateral
- Choose your exhibition team and put a rota together
- Branded clothing/uniform
- Order or create name badges
- Business cards
- Book travel and accommodation
- Arrange logistics

3 MONTHS BEFORE THE SHOW

■ Sign off your exhibition stand design so production can begin

■ Let people know you'll be exhibiting

- Promote the event on your website and social media channels
- Notify clients and prospects
- Create a press release and distribute to target media

■ Check travel arrangements and accommodation for attendees






FINAL WEEKS BEFORE THE SHOW

- **Prepare the team**
- **Set up a system to collect information from every lead - be clear on who you are allowed to scan/take data from and contact, and who you cannot**
- **Check and confirm logistics with every contractor**

POST-SHOW

- **Follow up with leads**
 - **Evaluate results against objectives**
 - **Evaluate results against investments**
 - **Communicate outcomes with the team and thank everyone**
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