
STARTING THE PROCESS (10-12 MONTHS TILL EVENT)

RESEARCH

- Research Exhibitions, type of exhibitions for your sector / industry
- Research past event activities and previous show attendances
- Who is your target audience?
- Shortlist shows of interest

BUDGET

- Do you have a Budget allowance?
- Size of Stand, Accessories, Transport, Logistics, Prints etc.
-

YOUR STAND

- Shell Scheme Graphics or Space Only?

INVOLVE THE TEAM

OBJECTIVES

- Define your Audience
- Success Criteria
- Sales & Lead Generation Target

STAND DESIGN AND REQUIREMENTS

- Discuss a design brief for your Stand
- Discuss budget for additional stand features

OFFERING

- Your Product / Service
- USP / Big Push
- Show-only Discounts / Offers
- Demonstrations / Free Trials / Testers

THE LEGAL STUFF

- Safety Requirements
- Insurance
- Security / Night Sheets
- Event Host safety requirements

DATA CAPTURE & MARKETING

- Data capture method for discussions, client details.
- Lead follow up method
- KPI's and Metrics for success
- Marketing Push

TEAM

- Your Exhibition Team
 - Stand Rota
 - Clothing Requirements
 - Accommodation / Transport / Dietary Requirements
-

IMPLEMENTING & ORGANISATION (3-6 MONTHS TILL EVENT)

YOUR EXHIBITION STAND

- Book your Stand
- Design Your Stand Layout
- Contact your Graphic Design Team with Design Brief

PRE-EVENT MARKETING

- Promote Attendance
- Social Media
- Notify Clients & Prospects
- Press Release / Blog

PAPERWORK

- Check Paperwork for Deadlines and Requirements
- Safety Requirements
- Time Frames
- Read the Small Print

ON-STAND MARKETING

- Order giveaways and merch

LOGISTICS

- Plan time schedule (Gantt Chart) for schedule of travel of your team and kit

TEAM PREP

- Book Hotel Rooms and Transport
- Create Name Badges / Lanyards
- Order Business Cards (250-500)
- Create Team Brief

GETTING YOUR STAND READY (2-3 MONTHS TILL EVENT)

SIGN OFF YOUR STAND

- Sign off your Exhibition Graphics so they can go to print
- Sign off any accessory artwork like a Case Wrap and Header Panels
- Order any accessories and additions for your stand

CHECK, CONFIRM, COMPLETE (1 MONTH TILL EVENT)

CONFIRM ARRANGEMENTS

- Team Meeting to walk through final plan
 - Are your Graphic Printers & Suppliers on schedule?
 - Transport Bookings
 - Accommodation Provider
 - Event Host
-

SHOW TIME – THE EXHIBITION

WHEN YOU ARRIVE

- Get the Exhibition Host Contact Details
- Have your Contract & Booking Info
- Stand Layout Plan
- Exhibition Map & Guide
-

SET UP YOUR STAND

- Get there early
- Take your time
- Allow your team time to freshen up and get a drink and explore the area
- Make sure your stand is clean, presentable and staff are prepped
- Relax, Enjoy and Work Hard!**

POST-EVENT ACTIVITY AND EVALUATION

YOUR EVENT STAND GEAR

- Clean and package away in storage bags and boxes clearly labelled
- Recycle anything that was just for that show
- Put into safe storage for future use

YOUR CLIENTS AND CUSTOMERS

- Schedule your lead follow-ups
- Create a questionnaire for review of both the event, your stand, and your offering

THE EVENT HOST

- Thank the Event Host for having you
- If given an opportunity to review event and venue do so

YOUR TEAM

- Thank your Team for attending and their efforts
- Gain feedback from staff

EVALUATE AND REPORT

- Evaluate results against objectives
 - Evaluate results against your investment
 - Communicate results and feedback with your team
 - Create feedback report that can be easily accessed for the next event/exhibition
-