

Exhibition Planning

CHECK-LIST

for Exhibitors



The checklist below provides an indication of when you will be required to provide certain details for your exhibition. Timing may vary for large scale exhibitions or small scale exhibitions or if there is a shorter lead time between the booking and your exhibition date.

To avoid any nasty surprises, make a list of all the foreseeable activities /costs relating to the exhibition. The list should include the following:

	What	Yes	No	Responsible Person
One Year prior or Once Contracted	Evaluate floor plans and select space			
	Review exhibitor contract carefully. Understand terms, show rules, payment schedule, and space assignment			
	Send in space application and first payment			
	Develop a detailed exhibition budget and forecast your return on investment.			
	List the exhibition/ show on your website			
	Get listing of your company as an exhibitor/sponsor on the exhibition website.			

	What	Yes	No	Responsible Person
6months prior or as soon as possible	Create show plan and set goals and exhibition objectives.			
	Select any vendors needed (exhibition design and build agency, transportation company, catering).			
	Plan pre- show advertising			
	Finalize your product display			
	Determine your exhibition stand design and build design, layout and graphics needs. You can hire a company to handle design production or take a more hands-on approach			
	Take your time to select an exhibition design and build agency firm that meets your needs, based on capabilities			

3 months prior	What	Yes	No	Responsible Person
	Plan who will be attending – key staff / sales person to put the date in the diary			
	Research promotional opportunities at the show e.g. new product showcases/awards			
	Opportunities to sponsor a section of the show. e.g. Chef's Kitchen			
	Finalize exhibition design			
	Read and review exhibitor manual. Note target move –in and set up dates			
	Submit design for technical approval to show organizer			

2 months prior	What	Yes	No	Responsible Person
	Submit electrical order to show contractor.			
	Order phone lines, internet connection.			
	Order card reader.			
	Order wastebaskets, booth cleaning service.			
	Order water cooler, catering if needed.			
	Order any special handling, like overhead hanging signs, from show management.			
	Get permission for unusually large or tall signage.			
	Place flower/plant order.			
	Order AV equipment.			
	Order name badges from Show Management.			
	Contract with carrier for shipping materials from company.			
	Order booth giveaways, bags, gifts.			
	Order booth uniforms.			
	Create demos, PowerPoint customer presentations.			
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	Send pre-show mailer to attendee list/target database.			
	Review show floor plan and note target dates and restrictions.			
	Prepare all service orders. Take advantage of any prepay discounts.			
	Finalize any new graphics and start designing.			
Prepare Audio/Video material				

1 month prior	What	Yes	No	Responsible Person
	Confirm installation /dismantle schedule.			
	Preview display and graphics.			
	Meet with booth staffers to present exhibition plan and objectives.			
	Set-up schedule for pre-arranged customers meetings at show.			
	Prepare show binder. Include: copies of all orders and checks for services paid in advance, phone numbers and addresses of all vendors, booth setup instructions, shipping documents, return shipping labels.			
	Put together follow- up packets to send immediately following the show to your leads.			
	Continue pre- show marketing activities.			
	Review production of booth display, promotional items, and marketing materials – and confirm shipping dates.			
	Sufficient stock for sampling.			
Prepare all the audio/ video content and send to the supplier for pre- testing.				

10 business days prior	What	Yes	No	Responsible Person
	Complete staff training.			
	Confirm arrival dates for your booth display, promotional items and display materials.			
	Send another mailer to your prospect buyers.			

During Built up	What	Yes	No	Responsible Person
	Supervision of exhibition stand, build up and delivery of all services/ products.			
	Collect all the exhibitor entry passes, parking tickets.			
	Review your service orders and set up a meet with booth staffers for pre-show briefing and training.			

During the Show	What	Yes	No	Responsible Person
	Promote your participation on social media, Facebook, Google+, twitter, LinkedIn with pictures.			
	Reserve booth space for next year's exhibition.			
	Meet with booth staffers to check progress.			
	Check out your competition. Find out what is working and what is not.			
	Review plans for exhibition booth dismantle and return shipment.			

	What	Yes	No	Responsible Person
Post Event	Supervise dismantle and arrange return freight.			
	Analyze leads, send follow up packets, and make contact as appropriate.			
	Evaluate success of exhibition participation compared with objectives from your exhibition plan.			
	Review your budget compared to your actual expenses for the show.			
	Determine your return on investment.			
	Make recommendation whether to participate in the same exhibition next year. Include suggested changes,			
	Write post-show news on your website with pictures.			
	Start planning your next show!!!			