

## EXHIBITOR PLANNING CHECKLIST

### 12 MONTHS OUT

- Make list on why are you attending the show.
- Evaluate the floor plan and traffic patterns to select a space.
- Understand the payment schedule, exhibit rules and show management processes.
- Fill out space application and submit with deposit.
- Work up a budget sheet for the exhibition.

### SIX MONTHS OUT

- Review what you want to accomplish with the booth and space.
- Choose an exhibit house to handle your display rental or build.
- Work on designing your exhibit with your exhibit house.
- Put on your calendar your advertising opportunities, and plan the timing for these items.

### FOUR MONTHS OUT

- Decide your staffing and make a staffing chart.
- Reserve all your travel needs
- Choose products to display in your booth.
- Determine what lead generation technique you will use at the show and order.
- Go over services you will need from your exhibit house and from the show site vendors.
- Finalize a Floor plan and confirm traffic.
- Finalize your exhibit design.
- Start your advertising plan.

### THREE MONTHS OUT

- Review the exhibitor manual.
- Go over your floor plan checking for any restrictions and research you target dates.
- Plan your presentations or demonstrations.
- Note any discount dates offered from your show provider.
- Choose your catering options.
- Submit your free advertising to the venue for the exhibitor guide.
- Send in your exhibitor-appointed contractor. (EAC)
- Set up your pre-show meeting with staff members.

### TWO MONTHS OUT

- Finalize a preview date with your exhibit house to review your exhibit.
- Finalize your graphics and send files to your output service.
- Order all badges for your staff.
- Order your lead forms and finalize the procedures for inquiries.
- Prepare the orders for all the services you need.
- Prepare the press kits or marketing E-Mail blasts.

## EXHIBITOR PLANNING CHECKLIST

### ONE MONTH OUT

- Check on your shipments.
- Check the schedule for installation and dismantling.
- Confirm who will be the supervisor on site for the install and dismantle.
- Follow up with vendors on the dates.
- Check on all literature going to show.
- Send out all materials to ensure they arrive on time.
- Hold the pre-show meeting.
- Arrange meetings during show times.
- Brief staff at the show procedures, demonstrations, and show specials.
- Make a binder with all important paperwork, bring with you to show.

### AT THE SHOW SITE

- Check on all shipments and materials sent in.
- Locate the electrician and service area confirming all orders are on schedule and not delayed.
- Supervise the setup of the booth.
- Brief and train your staff.

### DURING THE SHOW

- Reserve a space for the following year.
- Meet with your staff daily.
- Arrange for booth dismantling.
- Make sure all outbound paperwork is filled out and handed in to show provider.

### END OF THE SHOW

- Supervise dismantling of the booth.
- Work with the leads you generated.
- Debrief your staff.
- Send show emails to prospective client you met at the show.