

## A STEP BY STEP GUIDE TO PLANNING YOUR EXHIBITION

### Countdown to the show

Planning ahead is critical to your exhibiting success. Logistical details can often seem overwhelming when taking on such a marketing venture so a well laid out plan will be invaluable to you and your team.

It's quite simple – planning for your exhibition makes life so much easier! And it can help you avoid additional expenses and last minute panics.

Our job at The Exhibition Co is to make it all run smoothly, both up to and on the day. With over 25 years experience in the exhibition industry under our belt we are well aware of all the pitfalls! It definitely pays to plan.

To help you, we have put together a basic list and timeline for exhibition preparation.

### 12 MONTHS TO SHOW:

- Define the purpose of your exhibition. What do you hope to achieve?
- Develop a budget including projected profits
- Create an Exhibition marketing plan including pre-show, at-show and follow-up plan
- Research and identify which exhibition and venue will best suit your market
- Identify what kind of space best suits your sales/product placement
- Register and reserve your space

### 6 MONTHS TO SHOW:

- Select an exhibition company and discuss initial design and floorplan
- Appoint an exhibition coordinator from your team to have overall responsibility
- Begin thinking about accessories, giveaways, staffing, marketing materials
- Set into action pre-show marketing initiatives

### 3 MONTHS TO SHOW:

- Finalise designs and floorplans
- Begin to think about signage and graphics and sourcing or creating artwork
- Make selections for on-stand products and discuss with your exhibition company how best to display them
- Make any shipping and insurance arrangements required for products
- Book staff for any presentations or demonstrations
- Make any travel/accommodation bookings necessary
- Pass on the exhibitor manual to your supplier to ensure booking forms are submitted on time
- Keep in touch with your pre-show leads



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Put your plan into action

#### 1 MONTH TO SHOW:

- Finalise graphics/artwork/signage/copy etc.
- Discuss with your exhibition company any furniture, lighting, accessory requirements
- Organise any stand hire furniture
- Put together an exhibition training schedule for on site staff
- Confirm all shipping/travel/accommodation bookings
- Keep in frequent contact with your exhibition company and get advice on any areas you may be unsure about
- Get everyone involved that needs to be – circulate a copy of your exhibition plan and allocate specific responsibilities

#### AT THE SHOW:

- Make sure you have a compelling sales message which is short, sharp and to the point. Be clear and concise
- Make sure staff are well trained. For the entire time of the show, they are ambassadors for your company (even when off stand)
- Set specific targets (eg. number of sales or visitor contacts) and offer your team rewards for achieving these
- Conduct daily meetings with staff and have a de-briefing at the end of each day to review results and problems
- Capture the moment! Photograph the event. You can use it in further promotions and as a great stepping stone to your next exhibition stand
- Enjoy yourself!

