



# EXHIBITOR CHECKLIST

There's a lot to think about when you start planning for an exhibition. Use this quick checklist to make sure you're not missing any vital steps.

## 4 WEEKS BEFORE THE SHOW

- Read your service manual or exhibitor kit, knowing the rules and regulations, such as safety precautions, is critical to planning.
- Ensure all stand payments due have been paid. Bank account details are listed on the invoice.
- Know your stand number and location on the floorplan.
- Create a timetable for your staff to co-ordinate stock, equipment delivery and removal and manning of the stand.
- Circulate a list to all staff with dates and times, detailing who will be on site, when, and what they need to know about why your company is exhibiting and what you hope to get out of the opportunity.
- Order your stand furnishings and services.
- Submit the Compulsory Indemnity form.
- Submit your company name as it should appear on the fascia board, to the exhibition organisers.
- Arrange for delivery/shipping of literature, equipment and display units.
- Ensure the above items have been signed off and put into production.
- Make sure invitations to visit the stands have been included in all correspondence with customers.
- Develop your social media and supporting integrated marketing plan.
- All designs for custom stand builds must be submitted to the organisers, who reserve the right to reject a design, which unreasonably obscures or affects nearby exhibitor stands in any way.
- All stand designers and stand contractors must complete the Notice of Intent form.

## 2 WEEKS BEFORE THE SHOW

- Prepare for set-up of exhibition stand.
- Prepare tool kit for all items necessary to set up stand and perform emergency repair of display units and equipment.
- Check supply of promotional materials, books, scratch pads, business cards, pencils, sales manuals, tape, and prestik.
- Organise service payment and deposit into the relevant bank account – no payment, no services.
- Ensure that enough exhibitor badges have been ordered for all the staff required to man the stand.
- Hold a pre-show meeting with stand personnel to review objectives, responsibilities and the lead retrieval system.
- Develop a bringing document for any leadership members who may be attending the show or visiting your stand.
- Plan post-show follow-up activities.
- Submit Compulsory Indemnity Form.

## **DURING BUILD-UP AT THE SHOW**

- Review pro-forma invoice/order forms for items ordered.
- Collect exhibitor badges from the Organisers Office.
- Trust that your appointed service provider can build what you have requested
- Get accustomed with the agenda for the show and any special events happening
- Plan what activities will happen when or how many items will be handed out each day, this will ensure you do not run out of marketing material before the show closes.
- Include employees in the excitement of the show and the objectives you hope to accomplish by representing your brand at this specific show.
- Communicate with your customers and position your excitement for the show on your social media platforms.
- Keep a record of who is who on site
- Consider having a WhatsApp group with colleagues who are assisting you with your stand. This way everyone can know what is going on during the show

## **AT THE SHOW**

- Go to your booth prior to each days starting time to check all is in order and really to wow visitors.
- Have a briefing session with your colleagues assisting you on the stand.
- Wear professional yet comfortable clothes.
- Engage with visitors being clear about how you can assist them in their requirements.
- If there are questions you may not be able to assist visitors with, take their details and immediately try and have someone in your organisation contract them.
- Engage on social media using the shows #
- Towards the end of the show, ensure you are aware of all the break-down details. Your service provider has a limited time to break-down your stand and move off site. Any special instructions should be discussed.
- Finally remember every enquiry or lead could be a potential sale so ensure your post-show strategy takes this into account, even if it is merely contacting the individual to thank them for taking the time to visit your stand.