

HOW TO PLAN FOR EXHIBITION SUCCESS



The Exhibition Checklist

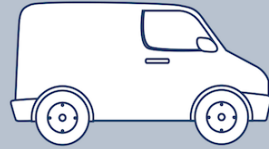
1. WRITE A STAND BRIEF

It should provide the basis for interacting with external suppliers and include a timetable working backwards from post-show follow-up.



6. SET-UP AND PACKING LOGISTICS

If you need to move heavy goods, it may be necessary to hire on-site fork-lift and additional personnel.



2. GET BIDS MARKETING AGENCIES AND EXHIBITION STAND COMPANIES

Most exhibition websites will provide a list of these that you can contact.



7. PLAN YOUR MARKETING ACTIVITIES

Plan a marketing campaign for the show that includes social media #hashtags, exhibition editorials, advertising and PR.



3. SHORT LIST AND BAFO

We always recommend asking for a Best and Final Offer. Select the company with the best proposal and ask for references from them.



8. MARKETING COLLATERAL

What do you have for visitors to take away from your stand in terms of brochures, samples and potentially promotional merchandise?



4. EXHIBITION MANUALS AND PORTALS

Download an exhibition planning timetable. This typically lists all the forms that must be completed by certain date.



9. REVIEW THE PLAN REGULARLY

Plan through the logistics of delivery and stand build. Make the after-show take-down and packing as easy as possible.



5. HOTELS, TRAVEL AND PERSONNEL

If you need accommodation don't leave this to the last minute. Always remember that room prices peak at peak times.



10. MAKE A DON'T FORGET LIST

There are always last-minute overlooks that creep into event planning. Here's a few to consider: business cards, name badge holders, waste bin and bags.

