

EXHIBITOR'S TIME FRAMES

Twelve Months in Advance

- Review the list of shows that your company should exhibit in.
- Check to see if booth space is available for the shows you desire.

Six Months in Advance

- Establish your budget for each show.
- Confirm every exhibiting event in which you will participate.
- Reserve the booth space in the shows you select.

Four Months in Advance

- Establish goals for the show and assign them to the team member.
- Decide on the marketing theme and begin designing display graphics.
- Set up your existing display to review its condition.
- If you will purchase a new display begin visiting potential vendors.
- Plan for the collateral you will take to the show.
- Review the exhibitor packet from the show promoter.
- Make a checklist of what items must be ordered, then order early.
- Begin selecting exhibit staff.
- Hold a meeting with both the sales and marketing departments to brainstorm your plan of action and marketing message.

Three Months in Advance

- Finalize the work schedule for the exhibit staff.
- Make hotel and travel arrangements.
- Finalize the theme and marketing messages for graphics.
- Select and order give-aways that tie into the marketing plan.
- Determine if a pre-show promotion will be used to advertise and coordinate it with the booth theme.
- Place advertising and begin ordering supplies for pre-show mailers.
- Review layout for booth configuration.
- Write press releases and create a list of media contacts.

Two Months in Advance

- Complete the work schedule and distribute duties and goals to staff.
- Brainstorm with the sales staff to develop a sales strategy and list potential objections that clients may mention at the show.
- Script the presentation along with objection rebuttals and distribute to the booth staff for memorization.

- Review the budget.
- Order booth graphics, display items and print materials.
- Finalize all services needed for the show and order them.
- Provide shipping information to vendors.
- Schedule installation and dismantle services if necessary.
- Finalize travel and hotel arrangements for the staff.

One Month in Advance

- Create a VIP guest list, write and mail invitations.
- Hold a staff training session to review sales strategy and presentations.
- Confirm all ordered items are on schedule for delivery.
- Set up the exhibit and have the staff review for functionality.
- Make final decisions on display shipping schedule.

Two Weeks in Advance

- Make checklist of items to be taken to show.
- Organize and pack supplies, tickets, service orders etc., to be sent in advance.
- Check on the progress of the display and graphics.
- Obtain checks or credit cards to be used for on-site expenses and payments.

At the Show Before Opening

- Arrive early to register and pick up show ID badges.
- Confirm arrival of exhibit, equipment and services.
- Meet with I & D supervisor regarding booth set-up.
- Conduct pre-show briefing with staff and review goals.

During the Show

- Conduct daily meetings to assess progress and organize leads.
- Reserve next year's booth space.
- Make arrangements to dismantle and ship your exhibit.
- Supervise the break down of the display and confirm shipping at end of show.

After the Show

- Distribute show leads to the staff for follow up.
- Write thank-you notes.
- Hold post-show sales debriefing and brainstorm areas to improve.
- Confirm procedure for calculating return on investment.