

Exhibition Checklist

- Select and book stand
- Write and submit company profile for exhibition website
- Opt for shell scheme or engage with stand designer
- Decide on hire of furniture, refreshments, lighting etc
- Allocate stand personnel and confirm availability
- Reserve hotel accommodation
- Determine additional events (hosted drinks, dinner etc.)
- Create specific Social Media presence
- Monitor the event's Twitter feed and/or hashtag for it
- Blog content about attendance
- Create press releases for lead up to, during and after the show
- Direct mail/email customers/prospects - inviting them to visit your stand
- Promote any speaker sessions participating in
- Order promo items (prizes, giveaways, branded clothing etc.)
- Evaluate existing printed marketing materials
- Create new, show-specific flyers, brochures, leaflets, if required
- Order banners, pull-up or pop-up stands
- Formulate, cost and communicate any incentives for stand personnel
- Create any competition or prize draw to encourage visitors
- Book data pen and/or create process for capturing and collating leads
- Plan follow-up process for enquiries and set conversion targets
- Produce printed follow-up materials
- Create scripts for telemarketing follow-ups
- Formulate "return on investment" (ROI) management report
- Evaluate success and decide on future attendance