

## Exhibit Planning

- Select the show(s) where you will exhibit.
- If you do not have a booth decide what configuration you need.
- Create the elements needed for your booth.
- Complete and submit your contract(s).
- Select your booth space.
- Select your exhibit staff (train if new to exhibit duty).
- Reserve hotel space for staff.
- If you already have a booth, make any needed design updates.
- Establish your goals for the event.
- Familiarize yourself with show services deadlines (some have "early bird" deadlines that provide a cost savings).
- Plan and create all trade show promotions you will need.
- Decide what media/press out reach you want.
- Define your lead management process.
- Schedule your exhibit staff (who handles installation, who will dismantle, and of course when do they need to be in the booth during the exhibit hours).
- Schedule travel.
- Plan your in-booth, workshop, and sales presentations.
- Plan for all shipping of materials, and for any on-site services you may need.
- Have a "Contact list" for on-site needs.
- Pack comfortable shoes.



### Consider **EXHIBIT APPEARANCE** From All Angles

When you are planning your exhibit space most likely you spend a fair bit of time planning how your exhibit appears to the individual approaching your space from the aisle.

But don't forget to consider all the angles - especially how your booth appears from the sides, and if visible, how it appears from the back. Not only do you want to keep your area tidy, but don't overlook obvious messaging opportunities (visible back walls).