



# Top Tips for Successful Exhibition Planning

## ONE YEAR BEFORE THE EXHIBITION

- Review and identify the most relevant exhibitions based on your business and marketing strategies.
- Prepare a budget including stand and display costs, exhibition services, logistics, stand team travel and accommodation, and marketing.
- Reserve your exhibition space.

## SIX MONTHS BEFORE THE EXHIBITION

- Identify your objectives for exhibiting which may include generating “x number” of sales leads, build brand awareness from “x to y”, launch a new product and generate sales of “x”, reward customer loyalty, etc.
- Create your business or marketing message(s).
- Obtain and understand your exhibitor manual and stand plan.
- Create your stand and display brief, and contact your selected suppliers.

## THREE MONTHS BEFORE THE EXHIBITION

- Identify your exhibition team including individual tasks and responsibilities.
- Book travel and accommodation.
- Confirm your stand and display requirements, and raise orders with your suppliers.
- Identify and order any company marketing collateral and product samples, etc.

## TWO MONTHS BEFORE THE EXHIBITION

- Create and implement pre exhibition marketing communications including press releases, advertisements, client and prospect invitations, etc.
- Book exhibition services including carpets, electrics, catering, etc.

## MONTH BEFORE THE EXHIBITION

- Check on supplier progress with the stand and display, and agree installation schedules.
- Create exhibition diary including client appointments.
- Create sales aids and training for stand team.
- Create exhibition documentation including registrations, lead forms, press kits, etc.
- Complete a pre exhibition meeting with your exhibition team.

## AT THE EXHIBITION

- Set up the display and brief the stand team including a reminder of the exhibition objectives.

## POST EXHIBITION

- Immediately follow up the key leads within 1 week and all other leads within 2 weeks.
- Acknowledge and thank the exhibition team.
- Complete post exhibition evaluation to identify successes and areas for improvement.