

PRE-EXHIBITION PLANNING

STEP 1: DEFINING YOUR OBJECTIVES

- ☐ **Set main goals** for leads awareness and networking
- ☐ **Identify target audience** and key messaging
- ☐ **Define success metrics** such as number of leads

STEP 2: BUDGET & TIMELINE

- ☐ **Set budget** covering design, marketing and travel
- ☐ **Establish deadlines** for production, delivery & checks
- ☐ **Confirm payment** with suppliers and organisers

STEP 3: STAND CONCEPT & DESIGN

- ☐ **Approve mock-ups** to ensure brand consistency
- ☐ **Finalise layout** to optimise flow and focal areas
- ☐ **Refine graphics** to match colours and messaging

STEP 4: LOGISTICS & BOOKINGS

- ☐ **Book space** to secure a prime exhibition location
- ☐ **Arrange transport** to ensure safe delivery of materials
- ☐ **Review rules** to comply with venue guidelines

STEP 5: PRE-SHOW MARKETING

- ☐ **Promote stand** using social media and email
- ☐ **Invite contacts** to encourage visits from key prospects
- ☐ **Prepare materials** to finalise brochures & business cards

STAND DESIGN & BUILD

STEP 1: FINALISE THE STAND DESIGN

- ☐ **Sign off renders** to finalise 3D visualisation
- ☐ **Confirm colours** to maintain brand tones
- ☐ **Plan lighting** to enhance the stand presentation

STEP 2: MATERIALS & PRODUCTION

- ☐ **Select materials** that combine durability and style
- ☐ **Co-ordinate prints** to ensure accurate file specifications
- ☐ **Schedule production** to allow for revisions and delays

STEP 3: INTERACTIVE ELEMENTS

- ☐ **Decide tech features** such as touchscreens and VR
- ☐ **Source gear** to secure necessary devices and cables
- ☐ **Ensure power** by verifying connectivity & backup options

STEP 4: TESTING & QUALITY CONTROL

- ☐ **Conduct a mock build** to trial the assembly process
- ☐ **Inspect graphics** to check clarity and colour accuracy
- ☐ **Test components** to verify full functionality

STEP 5: TRANSPORT & INSTALLATION

- ☐ **Arrange shipping** to confirm timely delivery
- ☐ **Plan assembly** to set a clear on-site schedule
- ☐ **Pack toolkit** to include spares tools and fixings

ON-SITE SETUP & POST SHOW

STEP 1: ON-SITE SETUP

- ☐ **Assemble stand** following the established plan
- ☐ **Place displays** to ensure optimal visibility
- ☐ **Test systems** to confirm lights and tech operate correctly

STEP 2: STAFF & ETIQUETTE

- ☐ **Brief team** to review roles and key messages
- ☐ **Assign roles** to designate tasks and responsibilities
- ☐ **Maintain poise** to ensure a welcoming presence

STEP 3: LEAD CAPTURE

- ☐ **Set up tools** such as scanners and digital forms
- ☐ **Engage visitors** to encourage meaningful interactions
- ☐ **Record details** to capture contact information

STEP 4: DISMANTLING

- ☐ **Pack materials** securely and label all items
- ☐ **Organise return** to plan transport and storage
- ☐ **Dispose waste** according to venue guidelines

STEP 5: POST-SHOW FOLLOW-UP

- ☐ **Send messages** to contact new leads promptly
- ☐ **Review performance** to assess outcomes and ROI
- ☐ **Debrief team** to capture insights for improvement