

# Exhibition and trade show checklist

Preparing a thorough exhibition or trade show checklist is an essential part of succeeding at your chosen event. You should make sure that you set targets, objectives, boundaries, responsibilities and a shopping list so nothing is missed. This will take the stress out of worrying if you have everything covered, and will help you make the most of the day.

Use or adapt this checklist to suit your requirements.

Select which show or event you wish to attend?	Relevant yes or no	Due date	Notes and answers	Complete ✓
Request the following show information from the organiser including:				
How well established is the event?				
How will it be promoted?				
What sort of visitors will attend?				
Which trade bodies support the show?				
What was the previous years attendance?				
Which press and media attend?				
Ask for a flat plan of the exhibition hall - showing stand availability and location of competition				
What are the costs and what is included?				
If you are satisfied with the answers, request the application forms from the organiser and continue your journey.				
Initial decisions	Relevant yes or no	Due date	Notes and answers	Complete ✓
Appoint a show manager (which presumably is you – if you are reading this)				
Decide overall budget for the show that includes:				
- Floor space or shell-scheme			£	
- Exhibition stand choice			£	
- Graphic design			£	
- Printed graphics			£	
- Literature and giveaways			£	
- Stand build installation and breakdown (if contracting out)			£	
- Transport			£	
- Security			£	

- Insurance			£	
- Catering			£	
- Accommodation and parking			£	
- Marketing			£	
<b>TOTAL BUDGET</b>			£	
Agree exhibition stand type (shell scheme or space only), size and location within the exhibition hall				
Complete application and book space (extras can usually be booked later)				
<b>Decide on your show objectives/targets/goals</b>	<b>Relevant yes or no</b>	<b>Due date</b>	<b>Notes and answers</b>	<b>Complete ✓</b>
What's your sales targets from the show? Quantify; volume and/or value				
What's your lead generation from the show? - Quantify; volume and/or kind				
Are you developing existing contacts? Quantify; who and/or how many				
Are you launching or presenting new products and/or services? Quantify; what and/or how				
Are you raising your company profile? Quantify; to who and how				
Are you finding new business partners? Quantify; who, how many and what criteria				
<b>Planning your exhibition</b>	<b>Relevant yes or no</b>	<b>Due date</b>	<b>Notes and answers</b>	<b>Complete ✓</b>
Create a progress calendar to highlight key dates for completion				
Decide 'what' products and services you want to promote and/or sell				
Check the dimensions of your stand space with organiser				
Select a creative designer or company				
Select exhibition stand printer				
<b>Stand design and creation</b>	<b>Relevant yes or no</b>	<b>Due date</b>	<b>Notes and answers</b>	<b>Complete ✓</b>
Have a 'creative' meeting with your team to generate stand ideas				
Instruct your designer to generate three alternative designs from the ideas generated				
Have a design selection meeting with your team and finalise creative design				

Design stand and graphics with stand builder using your selected design				
Get stand structural approval if necessary from show organisers (bespoke mostly)				
<b>Stand production</b>	<b>Relevant yes or no</b>	<b>Due date</b>	<b>Notes and answers</b>	<b>Complete ✓</b>
Speak to PMT Digital (01480 493666) to see what options are available				
Produce the stand in plenty of time of the exhibition				
Have a build rehearsal so any problems can be addressed				
Notify show organisers if using stand contractors				
<b>Shopping List</b>	<b>Relevant yes or no</b>	<b>Due date</b>	<b>Notes and answers</b>	<b>Complete ✓</b>
Things to order once you have the stand concept and design is agreed:				
Electric supply (from show organiser)				
Water supply (from show organiser)				
Gas supply (from show organiser)				
Communications (Wifi or telephone lines) (from show organiser)				
Lighting				
Carpets (from show organiser)				
Raised flooring				
Barcode scanner (from show organiser)				
Furniture hire (chairs, table, sofa, etc)				
Audio visual equipment - TV, computers or tablets				
Sound equipment				
Catering equipment (coffee machine, fridge etc)				
Storage or hide (cabinets etc)				
Rubbish bins				
Photographer				
Pull-up/Roller banners				
Pop-up banners				
Background graphics				
Promotional items and giveaways				
Business cards				
Leaflets and brochures				

Stationery (Pens, marker pens, clipboards etc)				
Tool kit – for emergency repairs (Screw drivers, knife, scissors, tapes, Velcro etc)				
Cleaning materials – for tidying the stand (surface cleaner, clothes, polish, dust pan & brush, bin bags)				
Leaflet dispensers				
Floor graphics				
Flowers				
Travel				
Parking				
Hotel room				
Shipping insurance				
Public liability insurance				
<b>People</b>	<b>Relevant yes or no</b>	<b>Due date</b>	<b>Notes and answers</b>	<b>Complete ✓</b>
Select who is going to be on your stand				
Decide on job roles e.g. hostess, front line, product experts, floor walkers				
Create a manning timetable (no more than 2 hour continuous stints per person)				
Staff training (maybe use external training company)				
Create lead cards for staff to fill out (you won't remember everything)				
Agree stand rules (no mobiles, no chewing gum, no eating etc)				
Agree dress code (or even theme to match the stand)				
Just before the show starts you need to have a briefing meeting				
Decide on code words for time wasters to move them on quicker				
Remind your co-workers what you are trying to achieve (i.e. number of leads, what info you would like to gather etc).				
<b>Before the show</b>	<b>Relevant yes or no</b>	<b>Due date</b>	<b>Notes and answers</b>	<b>Complete ✓</b>
Prepare the exhibits (if you are promoting a product)				
Order name badges and show passes for personnel				
Order fascia boards for stand (Shell scheme)				
Study the show manual to make sure you know all the rules				

Study the show guide/catalogue for potential clients you want to meet that might be exhibiting				
Book 'meet the buyer' meetings				
Book seminars				
Book networking events				
Create a follow-up plan of action				
Book in for installation as early as possible				
<b>Promotions</b>	<b>Relevant yes or no</b>	<b>Due date</b>	<b>Notes and answers</b>	<b>Complete ✓</b>
Create a show offer so your targets have a reason to contact you after the show				
Promote the event on your website, facebook, twitter etc				
Produce your entry to the show catalogue and internet guide				
Invite key clients or prospects to the event				
Create a press release and distribute				
Prepare follow up marketing				
<b>Paperwork to take</b>	<b>Relevant yes or no</b>	<b>Due date</b>	<b>Notes and answers</b>	<b>Complete ✓</b>
Study show manual				
Check limitations – size, height, weight, noise				
Check set-up and breakdown schedules				
Make sure you take the booking form and confirmation				
Take vehicle pass for install (or give it to contractor working on your behalf)				
Complete health and safety detail including risk assessments				
Any declarations you have been sent by organiser				
Remember exhibitor passes				
Take this exhibition check-list with you				
<b>At the show</b>	<b>Relevant yes or no</b>	<b>Due date</b>	<b>Notes and answers</b>	<b>Complete ✓</b>
Make sure you have sufficient literature packs, and samples are available to hand out				
Constantly top-up literature racks or giveaways				
Take lots of pictures of your busy stand				

Record every conversation and feed back for future use				
Keep to the timetable – 2 hours shifts / regular breaks				
Talk less, listen more				
Have fun and smile!				
<b>After the show - Evaluation &amp; follow up</b>	<b>Relevant yes or no</b>	<b>Due date</b>	<b>Notes and answers</b>	<b>Complete ✓</b>
Follow up all show enquires and requests				
Classify all leads				
Schedule post event follow up time (Initial email, letter, phone call, visit etc)				
Have a debrief meeting with your team (Find out what worked, what could have been better etc)				
Analyse lead cards				
Evaluate and quantify the event against your objectives				
ROI – keep an eye on it and evaluate over a period of time (e.g. 3/6/9/12 months)				
Book next years show if successful and take advantage of the early bird discounts				
<b>If you need any help – please give us a call on 01480 493666</b>				

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