
Exhibitor To-Do List

Stage 1:

- Complete website & printed listing page**
 - Post on socials - announce you're exhibiting!**
(see the Marketing Toolkit on the portal)
 - Watch '[7 steps to success](#)' videos**
 - Need accommodation?**
Search for accommodation within a suitable radius to the event.

Be sure to check out our preferred travel/ accommodation supplier on the supplier list of the portal.
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Stage 2:

- Select your team and prepare them**
Success is 80% down to your staff so plan who will represent you and brief them as fully as you can. Provide them with the tools to make the most of the event! Things to consider:
 - Elevator pitch and qualifying questions
 - Stand etiquette i.e don't talk on your mobile/don't eat
 - Be approachable and confident
 - Get rid of time wasters

Stand Orders List

- Are you ordering graphic panels for your stand?**
See the supplier list
- OR are you hiring a contractor to build your stand?**
Ask your account manager for recommendations
- Do you need to order electricity, lighting or furniture?**
See the supplier list
- Do you need a dedicated hotspot (WiFi)?**
See the supplier list
- How do you plan to collect Data?**
See the supplier list
- Register your team with Exhibitor badges**
See the supplier list
- Print your marketing materials**
Ask your account manager for recommendations or feel free to use your own!
- Complete and return compulsory forms**
Forms can be found on the E-zone - please return to your account manager

Stage 3:**Market yourself**

- **Advertise** on your website and on social media
- **Invite** previous/current and future clients to the show (Marketing Toolkit will be useful here) or a competitor might!
- **Build** your **social media** and actively post your show presence using the show's hashtag and handle so we can retweet.

Final Tips

- There's an exhibitor party at the end of day 1 for more informal networking. The venue will be released nearer the time and you use your exhibitor badge to gain entry.
- Bring a trolley for heavier items as there won't be any free onsite.
- Be there on build-up day in order to ensure everything is ready for the doors to open on day one.
- You will be on your feet all day! Wear comfy shoes and supply water to your team - A hydrated team will work better.
- Keep smiling - Customer facing with a brilliant attitude will pay off as you will be more approachable and attract more people to your stand.
- FOLLOW UP YOUR LEADS - This is so vital. Don't let your new contacts go to waste by leaving it too long to contact them. Strike whilst the iron is hot!