

Exhibitor To-do List

Stage 1:

- Complete your website & printed listing.
- Announce your involvement with the show on social media.
- Watch the ['7 steps to exhibition success'](#) educational short videos.

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 training
 - Agree on your stand/ booth etiquette and create a schedule.
 - Training on how to politely get rid of timewasters.
 - Brief them on your preferred data collection method.
- Book your travel and accommodation where needed.
- Complete and return compulsory forms where applicable.

Stage 3:

- Market yourself!
Pre-show marketing is the most important part of your preparation. Come up with a show-specific campaign and incentivise delegates to come and see you at the show. Watch the bonus video on [7 steps to exhibition success](#) for an array of ideas.

Items to Consider:

- Branding
- Electricity
- Furniture
- AV
- Wi-Fi
- Merchandise
- Data Scanner
- Spotlighting

All of the information above can be discussed with your designated Account Manager. Please reach out as they are always keen to help and answer your questions!