Exhibitor To-do List

There are 4 main stages to consider to make the most out of your participation at the show.

- ☐ Stage 1: Website listing
- ☐ Stage 2: Marketing
- ☐ Stage 3: Design your stand/booth!
- ☐ Stage 4: Teamwork

Read below for more tips and tricks.

Stage 1: Website listing and preparation.

- Finish adding items to your website listing: add videos*, products and services, press releases, social media accounts. This can be done through the 'Online and Printed Listing'.
  ** Videos must be posted on a video app (i.e., YouTube, Vimeo, etc but NOT TikTok) for our website to support them.*

- Watch the '7 steps to exhibition success' educational short videos.

- Complete and return compulsory forms.
  - Health and Safety
  - Shell Scheme Form
  - Are you a speaker or panellist? Return the appropriate form with a high-resolution headshot to your Account Manager.
  - Do you have an advert? Return it to your Account Manager before the deadline.

Stage 2: Market yourself!

Announce your participation at the show on social media. Watch the bonus video in the '7 steps to exhibition success' for an array of ideas.

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. Need assistance? Send an email to marketing.tbsau@bsmexpo.com - we'll connect you to our Media Partners who have exhibitor-specific marketing plans ready for you.

Our *Marketing Toolkit* will help you showcase your brand on social media.

Think about visitor engagement at your stand/booth. Are you planning on a giveaway? Make it sustainable, valuable, and functional. Make visitors remember you after the show!

Stage 3: Design your stand/booth.

Time to get prepared for the actual set up. First things first, get some tape and delimit your stand/booth space on the floor. This will give you a better understanding of how much space you have to play with.

At the time of building your space, here are some items to consider:

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

Our suppliers can help you when preparing for the event, they can be found on the portal within the '*Suppliers List*' section. Alternatively, you can bring things from home, office or use external suppliers.

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!

Stage 4: 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 show! Things to consider:

- Elevator pitch and qualifying questions training. This will come in handy when talking to visitors at your stand, and specially at the time of pitching your company at the Speed Networking Area.
- Agree on your stand/ booth etiquette and create a schedule → knowing where everyone is at any given moment and what they are doing will make communication easy and fast.
- Training on how to politely get rid of timewasters.
- Brief them on your preferred data collection method.
- Don't forget to register your team through the portal to get Exhibitor Badges for them too! (In the 'Supplier List' section, through the link 'Exhibitor Badges')