



# The Last Minute Guide to Exhibiting

Your essential guide to exhibiting at lightning quick speed!

OK, IT'S NOT IDEAL BUT YOU'RE NOT THE FIRST PERSON TO FIND THEMSELVES IN THIS SITUATION.

It might be one or two weeks until the event or you might be lucky and have a month. Whatever your time constraints, believe us when we tell you – you can turn this around and be one of the best exhibitors at the show.

# Let's get started!

THIS GUIDE  
WILL HELP YOU  
CALM DOWN, CHILL  
OUT AND WORK OUT  
THE FASTEST PATH  
FOR EVENT  
SUCCESS!

## Step one:

GET UP AND RUNNING  
IN SIXTY MINUTES!

1. Get your exhibitor log in and password to access the Online Exhibitor Portal. This portal contains important forms and manuals.
2. Fill out your exhibitor profile in the Online Exhibitor Portal. This automatically populates onto the show website – it normally only needs a logo and 50 words!

3. Follow all relevant social media channels (check out the show website) linkedin, twitter, facebook.
4. Print off/screen shot the deadlines page of the exhibitor manual (it'll be in the Online Exhibitor Portal).
5. Phone up your legal/finance person and ask them to send you a copy of the company's public liability insurance cover or insure you if you don't have one. Then send this on to us.
6. Take a deep breath, make yourself a tea and pat yourself on the back -you've just made it through the first hour.

## Step two:

TWO QUICK SENTENCES  
THAT WILL HELP YOU FOCUS

**ONE: At the show I want to:**  
*(tick all that apply)*

- Develop leads
- Meet new people
- Grow our database
- Let people know about our products and services
- Launch a new product or service
- Get feedback on a prototype product or service
- Sell stuff
- Other

**TWO: I will be happy if I manage to get:** *(Insert approx number)*

Leads  
Meetings  
Sales  
Enquiries  
Surveys



# What comes next

## Step three:

A FIVE MINUTE BUDGET PLAN!

**My total event budget is \$**  
**and I am/am not flexible on this.**

I plan to spend:  
**Stand design/graphics** \$  
*(include plasma screens costs if you have them)*

**AV/electrics/internet** \$  
**/lighting**

**Data scanners** \$

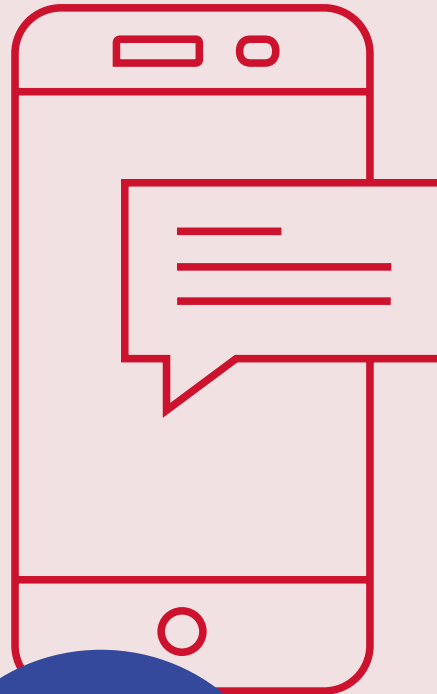
**Flooring/furniture** \$

**Insurance** \$

**Promotional collateral** \$

**Hotel/food/travel** \$

**Bits and pieces** \$



**TOP TIP:**  
*If you are a novice to exhibiting phone us up and we'll help you budget for the show or just double check that you are being realistic.*

## Step four:

NOW ITS TIME TO ORGANISE YOUR STAND!

Phone the operations contact at Exhibitions & Trade Fairs and get them to give you three names of companies that are already providing stand design/graphics for other exhibitors at your show - ideally with the contact names at each.

## Step five:

GRAPHICS BRIEFING

We've done loads of research into this and the key lesson is to keep it simple, really simple.

Make sure that you have your name and logo prominently displayed with a one sentence line that you want visitors to be absolutely clear as to why they need to do business with you.

**TOP TIP:**  
*Be creative – it doesn't have to cost a lot to be creative.*

## Step six:

PULL IN THE CROWDS THROUGH STAND ENGAGEMENT

**Right, there is no point having a stand and not having anything to engage with visitors so pick a mechanism that you will use to engage with them.**

We know you haven't got a lot of time so the following can be arranged quite quickly:

- Competitions
- Food samples
- Leaflets
- Promotional items
- Video content



# Last bits and pieces

## Step seven:

### GET HELP AND SEND A STAFF EMAIL

You also need to get colleagues involved... so send them an email.

Dear All,

We are exhibiting tomorrow/next week/after this month (delete as applicable). We need to let as many people as possible know so please do the following:

- Can everyone please put the show dates and our stand details on your email signatures?
- If you are attending the show please let all your contacts know through a personal email.
- Try and schedule meetings on the stand at the show.
- Marketing people – can you send an email to our database inviting people to attend?

Thanks,  
A Caring Colleague

## Step eight:

### LAST MINUTE CHECKLIST:

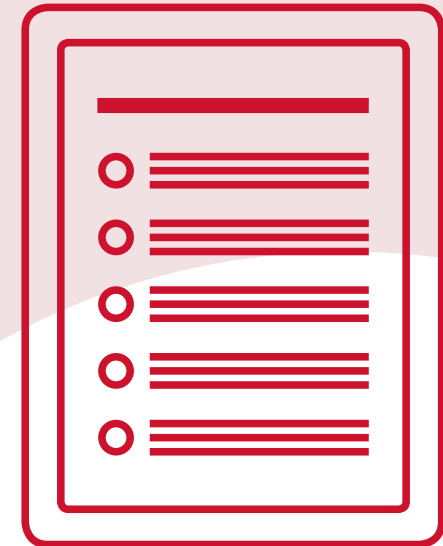
This list may look daunting but a lot can be covered off quite quickly so tick these off when you have them completed:

- |  |   |   |
|--|---|---|
| <input type="checkbox"/> AV            | <input type="checkbox"/> Hotels             | <input type="checkbox"/> Staff roster           |
| <input type="checkbox"/> Badging       | <input type="checkbox"/> Insurance          | <input type="checkbox"/> Stand design /graphics |
| <input type="checkbox"/> Data scanners | <input type="checkbox"/> Lighting           | <input type="checkbox"/> Stand engagement       |
| <input type="checkbox"/> Electrics     | <input type="checkbox"/> Parking/travel     | <input type="checkbox"/> Web profile            |
| <input type="checkbox"/> Email blast   | <input type="checkbox"/> Social media links | <input type="checkbox"/> WiFi                   |
| <input type="checkbox"/> Flooring      |   |   |
| <input type="checkbox"/> Furniture     |   |   |

**TOP TIP:**  
*Badging is really simple so just get it out of the way at the earliest opportunity. Sign up everyone with an exhibitor badge even if they're not confirmed. It takes 10 mins tops!*

**TOP TIP:**  
*A couple of days before the show contact all your suppliers to make sure that the orders are progressing and on time.*

ETF.COM.AU



## Step nine:

### ASK MARKETING:

If you ask marketing teams nicely they always give plenty of additional support through social media and PR coverage.

Enjoy the show!



# Careful planning leads to strong results

So spend some time doing this upfront. Use our handy Exhibitor Training Modules, they'll show you just that. Find them all at [www.etf.com.au](http://www.etf.com.au)

For more information, contact your Exhibitions & Trade Fairs' representative. They can help you through the guides and answer any questions you have. After all, if you're going to ask a question, ask an expert!

Exhibitions & Trade Fairs has been creating and delivering award winning exhibitions and conferences since the 1970s. Around Australia and across the world. B2B and B2C. Large and small.

Our team has experience across incredibly diverse sectors, from energy storage, construction, mining, oil & gas, irrigation, automotive, manufacturing, to travel and lifestyle. We offer a full suite of services, so we tailor what we do for different organisations depending upon their needs. The result is an excellent event — from its quality as an industry-building tool to its ROI.