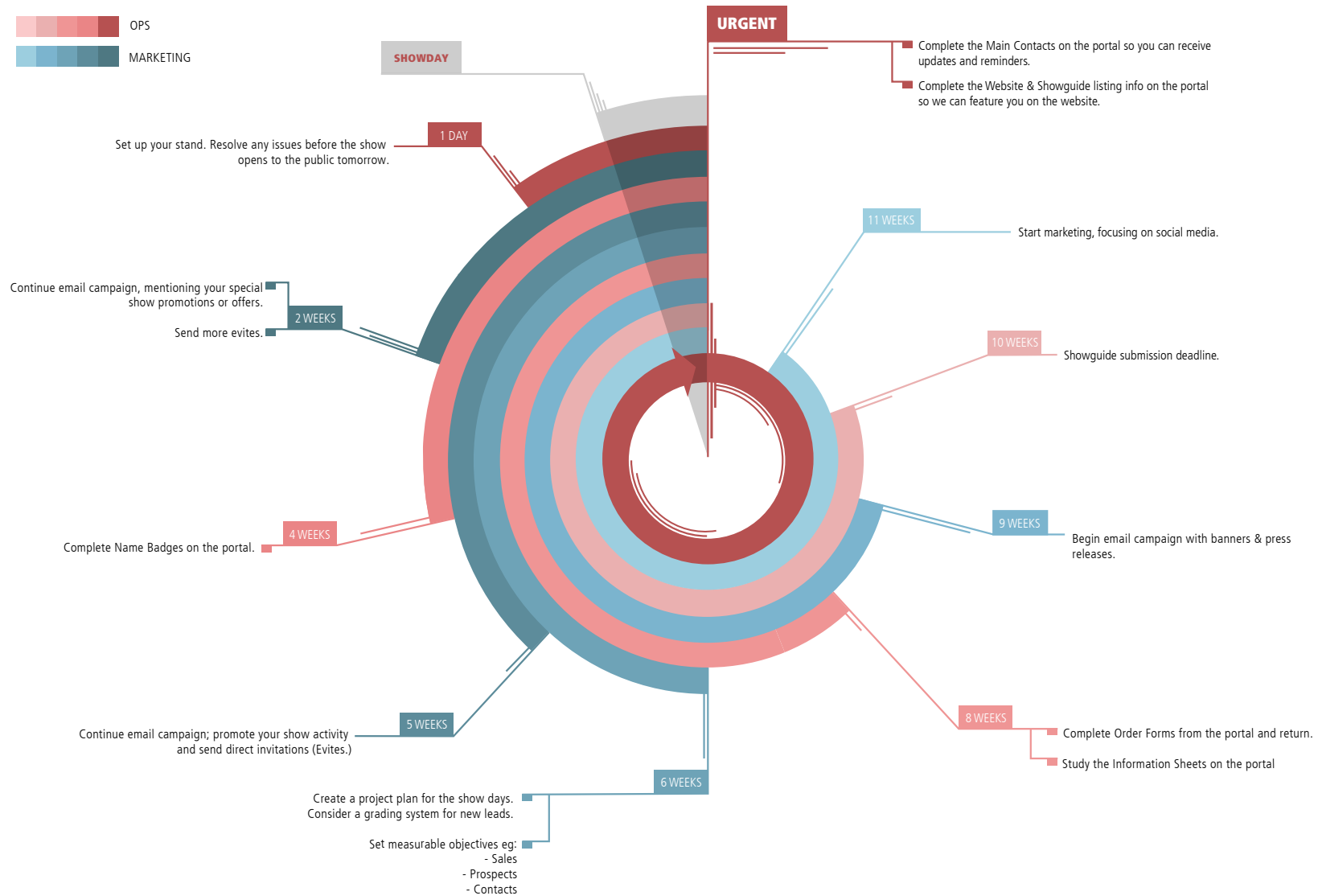# READY, STEADY, SHOW!

Exhibiting can seem daunting, so here's a helpful timeline of things to do in the run-up to the show.

OPS

MARKETING

SHOWDAY

URGENT

1 DAY
Set up your stand. Resolve any issues before the show opens to the public tomorrow.

Complete the Main Contacts on the portal so you can receive updates and reminders.

Complete the Website & Showguide listing info on the portal so we can feature you on the website.

Continue email campaign, mentioning your special show promotions or offers.

Send more evites.

2 WEEKS

11 WEEKS
Start marketing, focusing on social media.

10 WEEKS
Showguide submission deadline.

4 WEEKS
Complete Name Badges on the portal.

9 WEEKS
Begin email campaign with banners & press releases.

Continue email campaign; promote your show activity and send direct invitations (Evites.)

5 WEEKS

8 WEEKS
Complete Order Forms from the portal and return.

Study the Information Sheets on the portal

6 WEEKS

Create a project plan for the show days. Consider a grading system for new leads.

Set measurable objectives eg:
- Sales
- Prospects
- Contacts

We'll send helpful reminders throughout the run-up to the show. We will be in touch with specific deadlines where relevant.

WEB: www.roarb2b.com

READY, STEADY, SHOW!

Email Marketing

Give yourself plenty of time to effectively market your presence at the show. Your marketing should be focused on social media at this stage. There's no need for specific details now; you just want to shout about your presence at the show!

11 WEEKS

URGENT

All of our updates and reminders about the show are via email, so it's essential you complete the main contact tab in the portal, or you may miss out on valuable marketing.

As soon as you complete the Website and Showguide listing information on the portal, you'll be advertised on our website, followed by both the printed and digital show guides. This is the most effective way to promote your presence at the show, as it is seen by every visitor, pre-registered delegate and the general public.

Raise Awareness

Emails are proven to be one of the most effective marketing channels in advance of the show. Our portal has banners and press releases for you to use in your emails. It's too early for direct invitations; the aim is to raise awareness of the show. Potential clients will then register to see you.

9 WEEKS

10 WEEKS

Show Guide

Publishing the printed and digital show guides takes time. To ensure your content is included, please send it to us before the submission deadline.

Planning

The show days will be hectic, so create an overall project plan in advance. What do you want to gain from the two days? Are you looking for closed deals or prospects? Raising brand awareness or a product launch? Set measurable objectives for the show to ensure you use your time efficiently. This is the time to devise a grading system for new leads to streamline your post-show activity.

6 WEEKS

8 WEEKS

Order Forms & FAQs

Added extras for your stand, such as electrics and furniture, need to be ordered from the venue using the forms on the portal. Simply complete and return the forms to the specified address. The earlier you do this, the earlier we can ensure everything is available for you.

The portal has loads of Information Sheets answering the most frequently asked questions about exhibiting. Getting to grips with this information now will save a lot of time on calls and emails later.

Evites

Extend your email campaign to promote what you are doing at the show, explaining what potential delegates will gain from visiting your stand. You should make use of the evites on our portal to personally invite your prospects.

5 WEEKS

4 WEEKS

Name Badges & Hosted Buyer

Complete the Name Badges on our portal. These are great for networking, because using someone's name makes any interaction more personal and could mean more leads! Work out your staffing requirements for the show, including executive managers for talking to decision makers, and technical staff to answer enquiries.

Show Offers

Continue your email campaign, with special show offers and promotions to encourage your hottest prospects to attend.

2 WEEKS

1 DAY

Build-up Day

Set up your stand the day before the show so that you are ready for your audience. The dedicated build-up day gives you time to resolve any problems or issues so that you are ready to do business when the doors open to the public.