



*your* **A to Z** exhibiting checklist guide

*The **checklist** below is designed to help guide you from the moment you decide to participate through to your final post-show evaluation. It may not be a definitive list, but covers many key aspects of any exhibition participation. We suggest you print it off for easy reference.*

<i>your</i> stand		Yes (✓)	No (✓)	Deadline	Date Actioned	Payment Yes / No
1.	Booking Form			as soon as possible		
2.	Contract to Exhibit / Participation; received & signed			as soon as possible		
3.	Stand position confirmation					
4.	Stand Payment			as soon as possible		
5.	Prepare detailed Budget					
6.	Decide on objective of exhibition such as; information, product / service launch, etc					
7.	Identify products/services to be exhibited					
8.	Appoint exhibition stand decoration / designer & brief them			as soon as possible		
9.	Arrange for transportation of exhibits. (Freight company)			as soon as possible		
10.	Insurance					
11.	Pre-Show Briefing - ensure all stand staff are trained & fully briefed					
12.	Prepare visitor / lead follow-up process					



<i>your</i> stand booking		Yes (✓)	No (✓)	Deadline	Date Actioned	Payment Yes / No
1.	<b>Order electrical supply</b> (if not included)			as soon as possible		
2.	<b>Order stand lighting</b> (if not included)			as soon as possible		
3.	<b>Order audio-visual equipment</b>					
4.	<b>Order extra furniture items</b> (eg. shelves)					
5.	<b>Order floral decoration</b>					
6.	<b>Name board details in English and local language</b> if required					
7.	<b>Shell scheme stand layout</b> (arrangement of lighting, furniture etc.)					
8.	<b>Stand plans sent to organisers for approval</b> (for space only stands).					
9.	<b>Order stand cleaning services</b>					
10.	<b>Interpreters; book if required</b>					
10.	<b>Plan visitor/lead data capture</b>					
11.	<b>Order exhibitors badges / workmen passes</b>					
12.	<b>Order additional shell scheme items</b> (lockable cupboard)					
13.	<b>Order floor covering</b> (if not included or wish for something more striking)					
14.	<b>Stand contacts and contractors</b> (for space only stand)					
15.	<b>Prepare stand staff rota</b>					
16.	<b>Appoint 'On-site Stand Manager'</b>					

<i>your</i> trip		Yes (✓)	No (✓)	Deadline	Date Actioned	Payment Yes / No
1.	<b>Book hotel accommodation / transfer etc</b>			as soon as possible		
2.	<b>Arrange travel - flights, train, etc</b>			as soon as possible		
3.	<b>Arrange entry visas</b> (if needed)					



<i>your</i> marketing actions		Yes (✓)	No (✓)	Deadline	Date Actioned	Payment Yes / No
1.	Prepare press packs for the exhibition press office			as soon as possible		
2.	Organise suitable promotional giveaways			as soon as possible		
3.	Prepare marketing plan - pre, during and post show					
4.	Send organisers invitations / tickets forms to potential customers					
5.	Advertising in; exhibition manual, exhibition catalogue, local publications			as soon as possible		
6.	Send Exhibition Catalogue Entry with company profile to organisers					
7.	Nominate potential customers to visit you during the exhibition					
8.	Organise promotional posters/stand decorations					
9.	Brochures / Leaflets - in appropriate language					

<i>your</i> post show		Yes (✓)	No (✓)	Deadline	Date Actioned	Payment Yes / No
1.	Post show de-briefing					
2.	Evaluate your results against your objectives					
3.	Produce a post-show report					