

EXHIBITOR CHECKLIST

By using this exhibitor check list you can eliminate most of the problems that might possibly confront you when your exhibition stand is set up at the show. This is designed as an average list. Please read this carefully and add or delete items according to your particular needs.

8 – 12 WEEKS BEFORE THE SHOW

- Read your exhibitor manual thoroughly and highlight the key areas you will be referring to.
- Diarise dates and times for build-up, show days, breakdown and events.
- Request advertising space in the Show Catalogue (if applicable).
- Check with the organisers which other value added marketing opportunities / sponsorships are available.
- Nominate a person to assume responsibility for the stand.
- Prepare a detailed budget.
- Review corporate objectives and tailor your exhibit theme to accomplish these.
- Check list inventories of available literature or prepare new literature for stand distribution.
- Check list availability of promotional samples and products for display. Arrange promotional activities.
- Arrange for adequate extension of your business insurance for the show.
- Make your travel arrangements.
- Design the stand - decide on special stand features and circulate for approval.
- Appoint a stand designer / builder if required and ensure that your stand builder is aware of the build-up, show and breakdown dates and times.

4 – 8 WEEKS IN ADVANCE TO THE SHOW

- Ensure all stand payments due have been paid. Bank account details listed on the invoice.
- Create a timetable for your staff to co-ordinate stock, equipment delivery and removal.
- Circulate a list to all staff with dates and times, detailing who will be on site.
- Order your stand furnishings and services via the exhibitor manual.
- Arrange for delivery / shipping of literature, equipment and display units.
- Make sure invitations to visit the stand have been included in all correspondence with customers.
- Applications for telephone, fax and ISDN lines must be ordered well in advance.
- All designs for floor space only stands must be submitted to the organisers who reserve the right to reject a design which unreasonably obscures or affects nearby exhibitor stands in any way.
- All stand designers and floor space only exhibitors must complete the Notice of Intent form.

10 DAYS IN ADVANCE TO THE SHOW

- Prepare for set-up of exhibition stand.
- Prepare tool kit for all items necessary to set up stand and perform emergency repair of display units and equipment.
- Check supply of order books, scratch pads, business cards, pencils, sales manuals, tape, screws and tacks.
- Check that you have booked your build-up and breakdown dates and times.
- Order uniforms for all staff if required.
- Organise services payment and deposit into the relevant bank account - no payment, no services.
- Ensure that enough exhibitor badges have been ordered for all the staff required to man the stand.
- Are interpreters, receptionists, host/hostesses required?
- Hold a pre-show meeting with stand personnel to review objectives, responsibilities and the lead retrieval system.
- Plan post-show follow-up activities.
- Pack a first-aid kit.
- Ensure that everyone has safety shoes and glasses for build-up and breakdown.

DURING BUILD-UP AT THE SHOW

- Review exhibitors manual for items ordered.
- Pick up exhibitor badges from the Organisers Office.