

# EXHIBIT PLANNING TIMELINE

	Person Responsible	Deadline Date	Date Completed
<b>Show Selection</b>			
Verify target market; consider current customer profile to compare to attendee demographics	_____	_____	_____
Research shows (audited attendee and exhibitor demographics, show history and growth, exhibitor references)	_____	_____	_____
Determine size of booth space required based on the number of target attendees at show	_____	_____	_____
Select booth space and sign space contract; wait list for better space if not satisfied with available spaces	_____	_____	_____
Complete accounting paperwork to make deposit and ongoing payment(s)	_____	_____	_____
Receive confirmation from show management of space contracted and payment receipt	_____	_____	_____
<b>Assemble your Trade Show Team (Stakeholders)</b>			
Select your internal team (marketing, sales, product engineering, facilities, shipping, etc.)	_____	_____	_____
Select your external team (exhibit/graphics house, transportation carrier, PR, advertising and social media agency)	_____	_____	_____
<b>Pre-Show Strategy and Supporting Tactics</b>			
Set meeting to determine exhibit strategy and key messages	_____	_____	_____
Set realistic written goals and objectives for return on investment/objective/relationship	_____	_____	_____
ROI: Sales leads/sales/revenue/profit	_____	_____	_____
ROO: Corporate branding/awareness	_____	_____	_____
ROO: Media/press interaction and at-show/post-show mentions in targeted press	_____	_____	_____
ROO: Audience education on new products/technology/improvements	_____	_____	_____
ROR: Relationship-building with current customers/clients to facilitate resale	_____	_____	_____
Create dynamic timeline of internal and external deadlines	_____	_____	_____
Determine presentation/demos	_____	_____	_____
Set show budget	_____	_____	_____
Determine exhibit staffing requirements and select appropriate, motivated staff	_____	_____	_____
Notify exhibit staff of selection, show dates, when airline tickets should be purchased; pre-show meeting time	_____	_____	_____
Receive official exhibitor services manual:	_____	_____	_____
Read and review entire exhibitor services manual, including rules/regulations	_____	_____	_____
Mark all forms requiring completion; highlight deadlines and update timeline	_____	_____	_____
Order show services prior to discount deadlines and make payments	_____	_____	_____
<b>Exhibit</b>			
Determine, inventory and/or produce:	_____	_____	_____
Exhibit properties (towers, walls, kiosks, tables, lighting, carpet/pad, etc.)	_____	_____	_____
Graphics/signage (copy and background art)	_____	_____	_____
Products or equipment	_____	_____	_____
Computer or AV equipment for demonstrations	_____	_____	_____
Supplies	_____	_____	_____
<b>Promotion</b>			
Plan pre-show, at-show and post-show promotional strategies to contact current customers, prospects and suspects	_____	_____	_____
Evaluate all marketing promotional opportunities based on show goals (i.e. advertising, direct mail, sponsorships, social media, banners, bus signage, hotel door hangers, show guide belly-bands, giveaways, events)	_____	_____	_____
Determine exhibit staff's booth uniform, request staff sizes and order branded items	_____	_____	_____
Order free exhibit-hall passes for promotional distribution	_____	_____	_____
Submit exhibitor profile for conference program highlighting new products and product benefits	_____	_____	_____
Submit new product announcements for show management promotions	_____	_____	_____
Request press list, if available, and contact names for at-show press contact	_____	_____	_____
Finalize press releases and plan press briefing, if applicable	_____	_____	_____
Integrate pre-show, at-show and post-show promotional strategy with tactical timeline	_____	_____	_____
<b>Lead Handling and Collaterals</b>			
Determine qualifying information to be obtained from attendees and recorded on lead form	_____	_____	_____
Determine and/or produce collateral information to be distributed at show or from company Web site landing page	_____	_____	_____
Rent or purchase lead retrieval system with custom questions or print hard copy customized lead forms	_____	_____	_____
Finalize post-show lead fulfillment plan (e-mail, direct-mail postcard, brochure, sample, etc.)	_____	_____	_____
Determine after-fulfillment follow-up (database management, appointment setting, etc.)	_____	_____	_____
<b>Staffing</b>			
Communicate strategy, show dates, staff schedule, attire, and training information with show staff and vendors	_____	_____	_____
Order staff, partner, and vendor badges	_____	_____	_____

Submit name for free conference registration (if available)	_____	_____	_____
Make hotel reservations through official housing block or corporate travel department	_____	_____	_____
Make air/ground travel arrangements	_____	_____	_____
Plan location and content (exhibit orientation/sales/etiquette) of pre-show staff training session	_____	_____	_____
Notify staff of pre-show training schedule	_____	_____	_____

**Shipping**

Determine shipping inventory with item count, dimensions, and weight	_____	_____	_____
Determine if shipment will be sent to general service contractor's advance warehouse or direct-to-site	_____	_____	_____
Determine mode of transportation (common carrier, van line, airfreight, small-package carrier, or company/personal vehicle)	_____	_____	_____
Request shipping quotes from carriers, evaluate quotes, and award contract to shipper	_____	_____	_____
Finalize shipping information with carrier, exhibit house, and corporate warehouse to/from show	_____	_____	_____
Get/print shipping labels, color code for shipments (to and from show site), and inbound/outbound bills of lading	_____	_____	_____

**I & D**

Select installation and dismantle (I&D) contractor (general services contractor or exhibitor-appointed contractor)	_____	_____	_____
Complete EAC forms to notify Show Management if using exhibitor-appointed contractor	_____	_____	_____
Confirm that EAC has completed all required insurance documentation and payments	_____	_____	_____
Plan exhibit setup/dismantle schedule/requirements with exhibit house and I&D contractor	_____	_____	_____

**Order On-Site Services**

Review exhibitor services manual for discount deadlines and add to deadline list	_____	_____	_____
Complete forms and submit to proper vendors	_____	_____	_____
Update budget with semi-final amounts from on-site services forms	_____	_____	_____

**At-Show**

Pick up badges at exhibitor registration (if receiving all staff badges)	_____	_____	_____
Pick up complimentary conference pass (if provided)	_____	_____	_____
Check status of freight delivery and under-carpet electrical/Internet/cable installation	_____	_____	_____
Confirm on-site services at respective contractors' service desks	_____	_____	_____
Confirm inbound shipment inventory/weights at general services contractor's service desk	_____	_____	_____
Supervise exhibit and equipment installation	_____	_____	_____
Deliver press kits to official show press room	_____	_____	_____
Confirm with show management date/time for on-site booth space selection	_____	_____	_____
Pick up rented lead-retrieval system	_____	_____	_____
Provide in-booth orientation and off-site staff boothmanship/sales training	_____	_____	_____
Hold meetings with exhibit staff at end of each shift; make changes/improvements based on their feedback	_____	_____	_____
Audit general services contractor, subcontractor, and facility utility invoices for accuracy	_____	_____	_____
Reconfirm outbound services (dismantle, rigging, shipping, etc.)	_____	_____	_____
Pick up outbound uniform material handling agreement from general services contractor's service desk	_____	_____	_____

**At Show Close**

Return lead-retrieval system and secure leads (online password, USB thumb drive, CD, etc.)	_____	_____	_____
Return rented show equipment i.e., Internet, phone equipment, etc.	_____	_____	_____
Pack product, equipment, collateral, giveaways, supplies, etc.	_____	_____	_____
Supervise dismantle of hanging signs, exhibit, and graphics	_____	_____	_____
Supervise repacking of all exhibit properties and label for outbound shipment	_____	_____	_____
Complete your carrier's bill of lading and general service contractor's uniform material handling agreement	_____	_____	_____
Turn in bill(s) of lading and material handling agreement at general services contractor's service or freight desk before leaving convention facility; get copied with date/time turned in and sign by GSC representative	_____	_____	_____

**Post-Show**

Submit personal expense report	_____	_____	_____
Fulfill show inquiries/requests	_____	_____	_____
Write thank-you notes to booth staffers, vendors, show staff	_____	_____	_____
Distribute post-show staff surveys; follow up; compile results	_____	_____	_____
Audit final invoices/finalize show budget	_____	_____	_____
Measure/analyze results (ROI/ROO/ROR)	_____	_____	_____
Hold post-show team meeting to share results and solicit improvement-based feedback	_____	_____	_____
Compose post-show analysis report and executive brief and distribute to stakeholders/executives	_____	_____	_____