



Congratulations on making the decision to exhibit at AHG in March 2020. Whether this is your first show or you have participated in shows prior, it is imperative that you look at your preparation to ensure you are getting the most from it.

With five months until the show, we have prepared a plan to have you arriving at the show ready for action. This isn't a 'be all and end all' list as all exhibitors have different needs, but it provides a very strong basis for you to plan your participation from.

## 5-Months Out

**Key:** *Don't set and forget. The booking is not the end of your work here. Be pro-active*

What have I signed up for?

- What is included with my stand? Am I getting bare space or are walls, carpet, lights, etc, incl?
- What are the dates of the show? - Open days? Move-in days and move-out days?

*Tip: Read your confirmation email from the organiser and diarise any key dates mentioned in this email such as deadlines for advertising material, staff badge names, furniture orders, etc.*

What are our goals for the show?

- This drives everything else!!
- The goals need to follow the SMART method (Specific, Measurable, Attainable, Realistic, Timely)
  - 'We want 20 leads' – FAIL
  - 'By the end of the show, we will achieve 20 leads which have been spoken with, contact details taken down and sales brochure provided' – PASS

How will we design the stand?

- Are we going it alone on design or will we get the stand custom-made?
  - If custom made, contact 2-3 stand builders to quote for the work
- What are we going to show? Are we launching something?

*Tip: Be strategic in choosing what you will put on the stand. If you have a large range of products, do they all need to be at the show. Maybe pick 4-5 to bring and then have brochures for the others.*

Staff requirements

- How many staff will we need? Who are the best staff to work the stand?
- How will we prepare the staff to achieve the goals we have set? (eg - Training Sessions)
- What travel / accommodation requirements will we have for these staff
  - Book this now to save and to ensure you don't miss out

*Tip: Select staff carefully to ensure you have a good mix of sales, customer service and technical staff.*

## 3-Months Out

**Key:** *Work out the must-haves and put actions into place to ensure they will be ready*

Stand design

- Check your booking and get 'exact' stand measurements to ensure things will fit
- Get the latest floor plan and see if anything has changed (entry position, etc)
- Do a mock layout of your stand in the office (if able) to have a trial run
- Order signage and graphic related content to ensure it is ready in time

## Pre-Show Marketing

- Decide on how to promote your involvement in the show to your target market
- Plan your social media approach – Which platforms and how much on each
- Stocktake marketing materials and promotional items
- Decide on what and how much will be required and order replacement stock
- Decide on any show specific marketing items you require and order these

*Tip: Choose 1-2 social media channels and market through them properly. Less is more.*

## 2-Months Out

**Key:** *The crucial month – You need to act now to ensure everything will be ready on time*

### Administration

- Re-Read the Exhibitor Manual and ensure all of the important deadline dates are diarised
- Finalise staffing needs and communicate their travel and training dates
- Get sizing information and order staff uniforms and accessories
- Ascertain any AV and technical requirements and buy/rent the items you will need
- Plan all move-in and move-out arrangements with staff and any contractors involved in the building and/or supply of materials to the stand
- What other external items, that require considerable lead times, do you need to order now?

## 1-Month Out

**Key:** *The finishing touches – Tweaking only and no wholesale changes*

### Staff

- Run training for staff – Ideally in one location and provide information pack
- Review staff needs and make adjustments – over-staff rather than under-staff
  - Book any further travel requirements
- Do a roster to ensure the stand is well staffed with the right balance of people

### At-Show & Post-Show Marketing Preparation

- Prepare daily social media posts so only a few details are required to add at the show for upload
- Prepare emails and other communications for post-show use

## 2-Weeks Out

**Key:** **Home Stretch - Finalise and double-check**

### 1. Administration

- Re-check move-in and move-out times and ensure any deliveries you have coming are being sent to the correct address (Receiver name/Company/Venue/Show Name/Show Dates/Hall/Address)
- Which suppliers are you waiting on and are they aware of your needs/deadlines/etc

### 2. Marketing

- Pre-show marketing to kick off. Emails, social media, snail mail – Come and join us at the show!

***For further tips and tricks, please call Russell at Trade Show Training on 0431 334 856***