

6-10months earlier

1



**Book your stand before the deadline
and secure your space**

3



Plan the stand to meet your goals

- Stand location
- Stand design
- Stand activities
- Type of staff managing the stand

**BEFORE THE SHOW
LAY THE FOUNDATIONS
FOR SUCCESS**

2



No goals, no glory - set specific goals

Do you want to:
Generate 50 sales leads?
Launch new products?
Meet 10 qualified new prospects?
Find 3 new dealers?
Distribute 500 product samples?

4



**Start spreading the news !
Tell people why they should visit you**

4-6months earlier

5



**Make the most of pre-show PR
and Marketing**

- Mail your own lists
- Tell visitors why they should take time to visit you
- Tell the organisers what you are doing at the show
- check promotional opportunities offered in the Exhibitor Manual

6



Book your flights and hotel in advance

2-4months earlier

7



**Use the web- promote your
presence at the show**

9



Be proactive and productive !

- Check on production of your display
- Prepare promotional items
- Review your agenda - confirm your meetings during the show

8



**Don't forget sponsorship opportunities
Talk to the organisers. Tell them your
goals and your budget!**

10



**Train your show staff-
The people make the stand**

At the show and after that

11



Lights, Camera, Action!

- Brief your stand staff each day
- Spend the optimum amount of time with visitors
- Speak fluent body language
- Focus on your targets and key prospects
- Classify the leads
- Earn media coverage

12



Reap the rewards

- De-brief the team
- Measure your results
- Track the leads
- Follow up on all contacts
- Follow through on all press releases

BOOK YOUR STAND FOR NEXT YEAR!