

## POST SHOW

1. Time to Review: Were your goals achieved? What could have been done better? What went well?
2. Were the show personnel in sync? Was the pre-show and in-show marketing effective? Overall, was the event successful?
3. Time to initiate post-show marketing to keep your new connections engaged.
4. Answer these questions and apply what you learned to your next show. Make the necessary changes and see what worked well. Communicate your findings with your team and work out the changes together.

## ANNUAL PLANNING

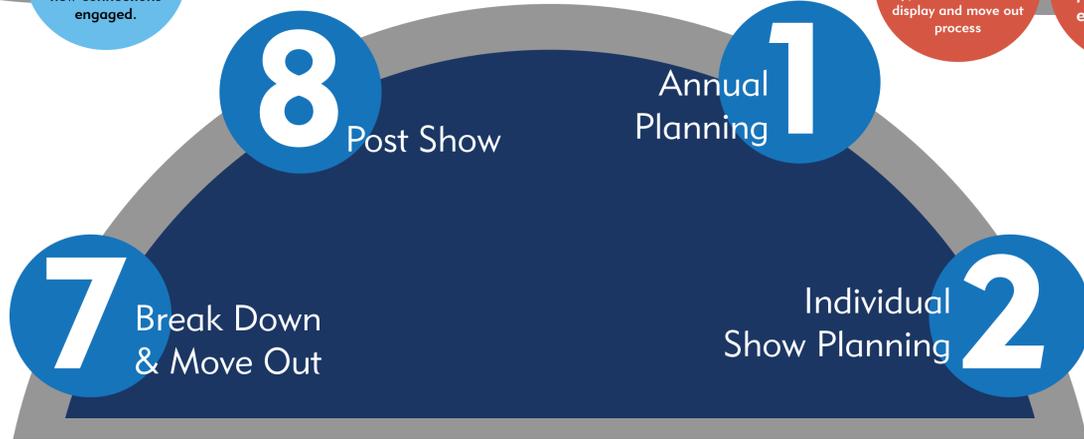
1. Create a detailed schedule and budget for events you have targeted.
2. Set clear goals. How will your success be measured?
3. Does the message on your display and material match your goal for each event? Is a refurbishment required?
4. Do you have enough display properties for each planned event?
5. Role play with your event team to include move in, set up, and tear down of display and move out process.

## INDIVIDUAL SHOW PLANNING

1. Ask, Why are you going? To gain exposure for your company? Develop new leads? Check out the competition?
2. Create a goals list with realistic and achievable goals you wish to accomplish
3. Review the event schedule about 90 days prior with the entire event team. Reconfirm your goals and personnel schedules
4. Confirm display and event material is coordinated with your updated messaging
5. Think about what will attract attendees to your booth and engage them

## BREAK DOWN & MOVE OUT

1. Confirm your shipment, destination address, and freight carrier is set to pick up.
2. Retrieve the Material Handling Agreement (MHA) from the service desk.
3. Tear down the display and label each piece. Leave your packed and labeled display in your booth area.
4. Complete the MHA and turn it into the service desk. Be sure to keep a copy for your records.



# EXHIBITING 101

## Breaking Down the Event Process for Exhibitors

## MARKET YOUR BOOTY OFF

**Pre-Show Marketing:**

1. Utilize social media, direct mail, email, and show off with video!
2. Update your email signature with your upcoming event information and booth number

**In-Show Marketing:**

1. Set up interviews and meetings with your target audience
2. Keep your social media active with pictures and updates from the event

**Post-Show Marketing:**

Send out social media posts, direct mail, and email with an overview of the event and pictures.

## GET IT TOGETHER

1. Prepare to ship to your event. Remove old labels, apply new labels to each piece with correct address, show name, booth number, name you will exhibit under, and service contractor.
2. Reconfirm your shipping schedule and update your carrier with your exact piece count.
3. Pack kit. Include mints, band aids, packing tape, and aspirin.
4. When your material is picked up, retain a copy of the housebill signed by the driver.

## GAME TIME

1. Confirm all display materials are on hand at show site
2. Confirm all show services ordered at the service desk including wifi, floral, electric, meetings rooms, and lead gen. services.
3. Meet with your team and review the show schedule and goals for the event.
4. Once display is set up, perform one last dry run to confirm everything works.

## NOW WORK IT

1. Have a daily huddle to review the personnel schedule, pre-set meetings, and goals
2. Work your game plan with interviews, give aways, and meetings to enhance your presence
3. If you have give-aways/goody bags, be sure to only set out a few at a time to avoid the infamous "non-qualified goody-scooper"

