## Time planner for your exhibition stand

SET GOALS AND EXPECTATIONS FOR YOUR TRADE FAIR PRESENCE

ESTABLISHING THE TRADE FAIR CONCEPT

## START OF THE FAIR

- » Minutes of meetings
- » Observe competitors
- » Daily reflection / discussions

## END OF FAIR

» Organised dismantling of the stand and return transport

## until -12

-12 until -9 -8 until -5 un

until -5

-3

-2

-1

+1

+2

+3

Months until fair starts

- » Are new products or services ready to be presented at the start of the fair?
- » Check economic situation, sales opportunities and distribution
- » Cost expectations, return-on-investment
- » Company decision about participation at the trade fair
- » Selecting an exhibition stand construction firm
- » Budget approval
- » Project management / designate the company team
- » Internal coordination

- » Request trade fair documents
- » Determine stand size and location
- » Registration / stand assignment
- » Briefing
- » Selection of exhibits/ items for display
- » Stand planning
- » Program design / events
- » Telecommunications / electricity / water planning
- » Outdoor advertising, customer giveaways
- » Determine the stand personnel
- » Hotel reservations
- » Presentation from the stand construction firm
- » Commissioning the stand construction firm

- » Entry in the fair's catalogue
- » Additional advertising measures

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- » Hospitality plans (food & drink)
- » External employees, hostesses
- » Dress code, uniforms
- » Catalogue / order brochures
- » Decide on graphic images for the stand / give information on the graphics to the stand construction firm
- » Ensure the availability of the items to be displayed
- » Plan for transporting the items to be displayed and your own installations

- » Mailings to customers / invitations
- » Determine the criteria for monitoring success
- » Training for the stand team
- » Press relations / releases
- » Briefing the hostesses
- » Name tags

- » Analysis of your presence at the fair
- » Have you reached your goals for attending the fair?
- » Post-fair work / customer contacts
- » Cost accounting
- » Conclusions for the future
- » Final report / documentation
- » Determine return-on-investment
- » Decisions about the next fair including stand size

