

# 16 Week Exhibitor Action List

## Week 16

- \_\_\_ Use 6 step Exhibiting by Objectives Process to set goals and create plans.
- \_\_\_ Determine exhibiting budget – use free Exhibit Cost Control & ROI software.
- \_\_\_ Develop procedural plans for: \_\_\_Exhibit architecture \_\_\_Presentations/Demonstrations  
\_\_\_Sales support materials \_\_\_Staffing \_\_\_Lead Capture
- \_\_\_ Make sure everyone involved knows the plan along with the roles and responsibilities.

## Week 15

- \_\_\_ Develop 5 Step Pre-Show Marketing Plan.
- \_\_\_ Read Exhibit Manual carefully and schedule all action dates.
- \_\_\_ Evaluate and select Exhibitor Marketing Media and Sponsorships.

## Week 14

- \_\_\_ Start recruiting and/or assigning exhibit staff.
- \_\_\_ Research and compile your Ideal Visitor lists.
- \_\_\_ Begin work with exhibit house and outside suppliers.
- \_\_\_ Consider providing exhibit staff skills training with professional trainer.

## Week 13

- \_\_\_ Make preliminary travel and lodging plans.
- \_\_\_ Update show budget with current information.

## Week 12

- \_\_\_ Check progress and finalize staff recruiting.
- \_\_\_ Check on production, exhibit, graphics and printed materials.

## Week 10

- \_\_\_ Put together exposition data and staff preparation guide.
- \_\_\_ Schedule at-show staff training meeting.

## Week 9

- \_\_\_ Order pre-registration and post-show attendee lists.

## Week 8

- \_\_\_ Confirm availability of product/equipment samples and technical help required.
- \_\_\_ Send personalized invitation with reward for responding to high-profile attendees.

## Week 4

- \_\_\_ Send reminder fax/e-mail to high profile attendees.
- \_\_\_ Finalize shipping information and provide to vendors.
- \_\_\_ Send pre-show preparation kit to staff.

## Week 3

- \_\_\_ Check on production at exhibit house and suppliers.
- \_\_\_ Prepare training materials for booth staff training.

## Week 1

- \_\_\_ Gather suppliers, credentials, travel documents and related materials.
- \_\_\_ Bring copies of all freight and service orders with checks, if required.
- \_\_\_ Make phone calls to high-profile attendees.
- \_\_\_ Confirm final details with staff.
- \_\_\_ Bring Press Kits to Media Room.
- \_\_\_ Conduct pre-show staff meeting and training session.

## Show Time!