



CHECKLIST FOR EXHIBITORS

40 steps to a successful event

BEFORE

	WHO ?	BY WHEN ?	DONE
1. Reasons for participating			<input type="checkbox"/>
2. Outline objectives for participation (► Note 1)			<input type="checkbox"/>
3. Set budget			<input type="checkbox"/>
4. Plan human resources			<input type="checkbox"/>
5. Define presentation focus			<input type="checkbox"/>
6. Prepare advertising material			<input type="checkbox"/>
<input type="checkbox"/> Existing material			<input type="checkbox"/>
<input type="checkbox"/> New material			<input type="checkbox"/>
<input type="checkbox"/> Give-aways			<input type="checkbox"/>
7. Calculation			<input type="checkbox"/>
<input type="checkbox"/> Advance advertising			<input type="checkbox"/>
<input type="checkbox"/> Registration, stand fees			<input type="checkbox"/>
<input type="checkbox"/> Staff costs			<input type="checkbox"/>
<input type="checkbox"/> Sales promotion at the stand			<input type="checkbox"/>
<input type="checkbox"/> Follow-up advertising			<input type="checkbox"/>
8. Planning costs (► Note 2)			<input type="checkbox"/>
9. Definition of precise objectives			<input type="checkbox"/>
<input type="checkbox"/> Formulation of quantifiable targets			<input type="checkbox"/>
10. Central presentation concept			<input type="checkbox"/>
<input type="checkbox"/> Briefing			<input type="checkbox"/>
<input type="checkbox"/> Advertising activities (► Note 3)			<input type="checkbox"/>
<input type="checkbox"/> Responsibilities			<input type="checkbox"/>
<input type="checkbox"/> Scheduling			<input type="checkbox"/>
<input type="checkbox"/> Informing those involved			<input type="checkbox"/>
11. Conclude legal formalities with event organiser			<input type="checkbox"/>
12. Fix presentation concept			<input type="checkbox"/>
<input type="checkbox"/> Send information to employees			<input type="checkbox"/>
<input type="checkbox"/> Send information to customers			<input type="checkbox"/>
<input type="checkbox"/> Send information to media			<input type="checkbox"/>
<input type="checkbox"/> Define event dramatic concept			<input type="checkbox"/>
13. Check on-site situation (I)			<input type="checkbox"/>
<input type="checkbox"/> Which stand is next to mine?			<input type="checkbox"/>
<input type="checkbox"/> Input on stand appearance			<input type="checkbox"/>
<input type="checkbox"/> Signage			<input type="checkbox"/>
<input type="checkbox"/> Lighting			<input type="checkbox"/>
<input type="checkbox"/> Vacant space			<input type="checkbox"/>
<input type="checkbox"/> Presentation space			<input type="checkbox"/>



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13. Check on-site situation (II)			<input type="checkbox"/>
<input type="checkbox"/> Storage			<input type="checkbox"/>
<input type="checkbox"/> Meeting areas			<input type="checkbox"/>
<input type="checkbox"/> Service points			<input type="checkbox"/>
<input type="checkbox"/> Quiet zones			<input type="checkbox"/>
<input type="checkbox"/> Advertising displays			<input type="checkbox"/>
14. Final stand planning			<input type="checkbox"/>
<input type="checkbox"/> Decision: modular or custom stand			<input type="checkbox"/>
<input type="checkbox"/> Authorise stand assembly			<input type="checkbox"/>
15. Initial staff training			<input type="checkbox"/>
<input type="checkbox"/> Prepare training documentation			<input type="checkbox"/>
<input type="checkbox"/> Communicate objectives			<input type="checkbox"/>
16. Customer information			<input type="checkbox"/>
17. Press work (► Note 4)			<input type="checkbox"/>
18. Finalisation of advertising material			<input type="checkbox"/>
<input type="checkbox"/> Advertising material at the stand			<input type="checkbox"/>
<input type="checkbox"/> Draft reply letters to help speed responses to customers			<input type="checkbox"/>
19. Organisation			<input type="checkbox"/>
<input type="checkbox"/> Accommodation			<input type="checkbox"/>
<input type="checkbox"/> Freight forwarding			<input type="checkbox"/>
<input type="checkbox"/> Stand equipment			<input type="checkbox"/>
<input type="checkbox"/> Transport			<input type="checkbox"/>
<input type="checkbox"/> Insurance			<input type="checkbox"/>
<input type="checkbox"/> Give-aways			<input type="checkbox"/>
<input type="checkbox"/> Catering			<input type="checkbox"/>
<input type="checkbox"/> Coordinating staff			<input type="checkbox"/>
20. Customer information			<input type="checkbox"/>
21. Media information (► Note 4)			<input type="checkbox"/>
22. Stand assembly			<input type="checkbox"/>
<input type="checkbox"/> Handover			<input type="checkbox"/>
<input type="checkbox"/> Checks, additions			<input type="checkbox"/>
23. Staff training (► Note 5)			<input type="checkbox"/>
<input type="checkbox"/> Kick-off meeting with all staff			<input type="checkbox"/>
24. Final acceptance of stand			<input type="checkbox"/>



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DURING	WHO ?	BY WHEN ?	DONE
25. Presentations			<input type="checkbox"/>
26. Follow up to meetings with contacts			<input type="checkbox"/>
<input type="checkbox"/> Ongoing response to customer requirements			<input type="checkbox"/>
<input type="checkbox"/> Send out prepared response letters			<input type="checkbox"/>
<input type="checkbox"/> Arrange meeting dates			<input type="checkbox"/>
<input type="checkbox"/> Send information to sales representatives			<input type="checkbox"/>
27. Evaluate competitors' stands			<input type="checkbox"/>
<input type="checkbox"/> Share information with sales and marketing departments			<input type="checkbox"/>
28. Interim press reports, interviews as required			<input type="checkbox"/>
29. Daily debrief and discussion of experiences			<input type="checkbox"/>
30. Final debrief			<input type="checkbox"/>

AFTER	WHO ?	BY WHEN ?	DONE
31. Stock check			<input type="checkbox"/>
32. Stand dismantling			<input type="checkbox"/>
33. Stock check for materials, advertising			<input type="checkbox"/>
34. Close open orders, invoices and assignments			<input type="checkbox"/>
35. Write up minutes			<input type="checkbox"/>
36. Negative feedback			<input type="checkbox"/>
37. Report to sales, marketing and senior management			<input type="checkbox"/>
38. Debriefing			<input type="checkbox"/>
39. Send data to sales department and representative incl. briefing for further action			<input type="checkbox"/>
40. Settlement of accounts and performance review (► Note 6)			<input type="checkbox"/>



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Reasons for participating (Note 1)

- Gain market share with new products – showcase major advantages – product-focused presentation
- Gain market share with old products – showcase new advantages – solutions-based presentation
- Market development with new solutions – raise awareness of problems – consultation-based presentation
- Marketing – emphasise on security and contact quality – contact-focused presentation

*Reference: Prof. Dr. Reginal Földy
„Die Messe als Markt - Beteiligungsstrategien für Aussteller“*

Planning costs (Note 2)

- Stand rental: 15-20% of total costs
- Stand design: 40-50% of total costs
- Stand dismantling: 5-10% of total costs
- Sales and advertising: 5-10% of total costs
- Freight-forwarding: 15-20% of total costs

Advertising activities (Note 3)

- Use event organiser's advertising service
- Direct advertising, send invitations with personal touch
- Advertise appearance on your homepage
- Take out advertisements in daily and trade press announcing participation
- Advertise in media provided by the event organiser, e.g. hardcopy catalogue, online catalogue
- Banner advertising, e.g. on event organiser's homepage
- During the event:
large-format photos, slide shows, display boards, catalogues, brochures, give-aways
- Advertising on site, distributing brochures

Press work (Note 4)

- Inform press of newsworthy developments before, during and after event
- Keep the event organiser's press office informed of interesting developments and activities
- Prepare a portfolio of intuitively-tagged digital and hardcopy photos for the press
- Publish press releases online, and on the event organiser's site where applicable
- Provide event organiser's press office with copies of the relevant documentation (recommended number of copies: approx. 50)
- Hold press conference at your stand during event
- Keep event organiser informed of all press appointments at your stand – supply press centre with copies of invitations

Staff training (Note 5)

- Communicate main thrust of activities
- Communicate information about monitoring competitors
- Provide training for all major products
- Define individual team members' responsibilities and objectives
- Communicate touch and go concept (not spending too long with a single customer)

Measurement of results (Note 6)

- Number of domestic contacts
- Number of international contacts
- Contact with existing customers
- Prospective customers
- Incoming orders
- Visitor demographics
- Visitors' main interests
- Visitor feedback on stand
- Visitors' suggestions
- Evaluate press coverage
- Evaluate competition
- Evaluate notes taken during/after customer contacts