

4-6 Months Prior

- Determine exhibit needs and objectives
- Review existing exhibit, design new or upgrade
[Request a Design Consultation](#)
- Select primary vendors

3-4 Months Prior

- Develop your sales plan
- Identify promotions and/or give-away items
- Produce and order all literature and marketing materials for the show

2 Months Prior

- Carefully read exhibitor manual and order services in advance to get discounted prices
- Make airline, hotel and car reservations
- Reserve any additional meeting rooms (hospitality events, press conference, etc.)
- Submit authorization form if you are using an exhibitor-appointed contractor
- Plan your pre-show meeting
- Produce new graphics
- Order staff badges

- Prepare paperwork and submit order forms
- Develop packet for booth staff and train booth staff
- Review final booth structures
- Confirm install and dismantle schedule
- Prepare materials for shipping
- Hold pre-show briefing meeting
- Create binder with copies of all orders and checks for services paid in advance

At Show Site

- Check on freight arrival
- Check with hotel about reservations for staff, as well as any meeting rooms and catering
- Find service area, meet electrician and confirm date and time for electrical installation
- Hold pre-show briefing with staff

During the Show

- Conduct daily meetings with staff
- Make arrangements for booth dismantle and shipping

After the Show

- Handle leads
- Send thank-you notes

