

International exhibiting is a costly exercise both in terms of money and human resources. To maximise your opportunities and make the most of your valuable investment, careful preparation is vital.

Use this handy checklist to ensure your preparation is smooth and effective.

The basics	Due date	Done	Notes
Select which show		<input type="checkbox"/>	
Request information and application forms from organiser		<input type="checkbox"/>	
Decide target overall budget for the show.		<input type="checkbox"/>	
Agree space size and location.		<input type="checkbox"/>	
Complete application and book space.		<input type="checkbox"/>	
Objectives targets and goals			
Agree overall objectives:		<input type="checkbox"/>	
- Sales at the show (quantify: volume, value?)		<input type="checkbox"/>	
- Leads, new contacts (quantify: how many, what sort?)		<input type="checkbox"/>	
- Develop existing contacts (quantify: who, how many?)		<input type="checkbox"/>	
- Launch or present new products or services		<input type="checkbox"/>	
- Raise profile		<input type="checkbox"/>	
- Find partners (Quantify: who, how many, what criteria?)		<input type="checkbox"/>	
Exhibits and graphics			
Decide 'what' products and services		<input type="checkbox"/>	
Prepare exhibits		<input type="checkbox"/>	
Design stand/graphics (translate?)		<input type="checkbox"/>	
Order graphics		<input type="checkbox"/>	
Shipping, packing insurance		<input type="checkbox"/>	
Customs requirements for exhibits and materials. Declarations and documentation		<input type="checkbox"/>	
Stand requirements			
Utilities - electricity, gas, water, communications - order		<input type="checkbox"/>	
Lighting - order		<input type="checkbox"/>	
Carpets, furniture - order		<input type="checkbox"/>	
Safety regulations check, insurance		<input type="checkbox"/>	



People	Due date	Done	Notes
Appoint project manager		<input type="checkbox"/>	
Agree team		<input type="checkbox"/>	
Timetable for manning stand		<input type="checkbox"/>	
Briefing/training		<input type="checkbox"/>	
Agree stand rules/dress code.		<input type="checkbox"/>	
Hire interpreters		<input type="checkbox"/>	
Create lead-cards		<input type="checkbox"/>	
Staff badges and business cards (translate if necessary)		<input type="checkbox"/>	
Book travel/accommodation/travel insurance		<input type="checkbox"/>	
Equipment/materials			
Brochures/flyers		<input type="checkbox"/>	
Popups		<input type="checkbox"/>	
Giveaways		<input type="checkbox"/>	
Press packs (translated?)		<input type="checkbox"/>	
AV equipment, localized		<input type="checkbox"/>	
Videos, memory sticks		<input type="checkbox"/>	
Mobile phones, chargers, cables, adaptors		<input type="checkbox"/>	
Catering equipment and materials, coffee maker, cups, plates, spoons, forks etc. Water.		<input type="checkbox"/>	
Cleaning materials, rubbish bags, waste bins		<input type="checkbox"/>	
Show paperwork	Due date	Done	Notes
Study show manual		<input type="checkbox"/>	
Check limitations, sizes, height, etc.		<input type="checkbox"/>	
Check set-up/breakdown schedule		<input type="checkbox"/>	
Get stand design approval if necessary		<input type="checkbox"/>	
Place stand order with contractor		<input type="checkbox"/>	
Complete all necessary order forms and declarations		<input type="checkbox"/>	



Promotion	Due date	Done	Notes
Promote event on your website, Facebook page etc.		<input type="checkbox"/>	
Prepare your entry for catalogue, submit by deadline		<input type="checkbox"/>	
Notify/invite key clients		<input type="checkbox"/>	
Create press release and distribute		<input type="checkbox"/>	
Create on-line buzz with social media		<input type="checkbox"/>	
Ensure you have sufficient presspacks for show		<input type="checkbox"/>	
Notify all staff internally		<input type="checkbox"/>	
Prepare follow-up stories		<input type="checkbox"/>	
Translate promotional materials where necessary		<input type="checkbox"/>	
Evaluation and followup			
Schedule post-event follow-up time		<input type="checkbox"/>	
Schedule post-event evaluation time		<input type="checkbox"/>	
Analyse lead-cards		<input type="checkbox"/>	
Follow up leads while they are still hot		<input type="checkbox"/>	
Evaluate and quantify event against your objectives		<input type="checkbox"/>	
Evaluate results against costs		<input type="checkbox"/>	