

Pre-Show Exhibit Planning Checklist

- Are your exhibit objectives specific?
- Can success in achieving them be measured?
 - Should your booth help you meet new prospects?
 - How many new customers would be a realistic goal?
 - Will you introduce a new product?
 - Get sales leads for field force?
 - Research the market for new services or products?
 - Build new mailing lists?
 - Make direct sales?
 - What dollar volume would be a realistic goal?
 - Signing up new dealers or distributors?
 - Establish new market position in the industry?
 - Polish the corporate image?
 - If so, what specific image do you want to project?
- Which shows attract your best prospects or customers?
- Is your market concentrated in specific sections of the country?
- Which sales regions are strong?
- Which might benefit from "hipe" of trade show participation?
- Will distributors or dealers participate in your booth?
- Which show best fits the exhibit objectives you've established?
- Which show dates conform to your customers' budgeting timetables?
- Which show site is closest to your market concentration or targeted territory?
- Which show might aid problem sales territories?
- Which convention programs might best attract your prospects?
- Is list of exhibitors in previous shows available?
- How do other exhibitors rate show management?
- Does show management promote attendance? does it deliver the audience it promises?
- Are trade show visitors limited or qualified?
- What caliber suppliers does it hire?
- Does it consider exhibitor needs and problems?
- Does it create a good show schedule with convenient move-in/move-out dates?
- Are labor rules fair and realistic?
- Does it try to minimize conflicts between convention and exhibit schedules?
- Will management work to boost exhibit hall attendance?
- Is the show audited?
- Is show registration breakdown by industry and job title available?
- Is there time for you to visit prospective shows in progress?
- How is show space allocated?
- How far in advance must you reserve exhibit space?
- Must management approve your exhibit plans in advance?
- Will you coordinate your exhibit program with other company departments?
 - Advertising?
 - Factory production?
 - Sales promotion?
 - Shipping?
 - Traffic?
- Have you read the exhibitor's manual carefully?
- Have you read carefully all the service request forms supplied by show management?
- Have you assessed all of your exhibit decorating and supplier needs before move-in time?
- Do you realize late or changed orders to suppliers are very expensive?
- How many electrical outlets will you need?
- What voltage and current will you require?
- What office equipment will you need?
 - Wastebaskets?
 - How many chairs?
- What type of flooring will you use?
- What special labor requirements might affect you?
- Can you set up your own booth?
- Make simple electrical hookups?
- What are normal working hours; when does ertime pay period begin?
- Any other union regulations which might affect your exhibit?
- Need any services or products not listed in your manual?
- What is the height and width of exhibit hall entrances?
- What is the floor load?
- Have you noted all the important dates of your show, not just public attendance days?
- Do any of these involve holidays or weekends - at premium labor rates?
- What is show management policy on tips?
- Are you permitted to rent space outside the official exhibit area?
- Must all hotel space reservations be cleared with show management?
- Any restrictions on music, entertainment or noise levels in your booth?
- What insurance coverage does the show have?
- Does your corporate liability policy cover you and your exhibit?