

Hi I'm David and I've been involved with exhibition stand design and build for over 20 years.

I wanted to share some information based on my experience. I hope it will help Marketers deliver better results for their employers when they exhibit.

10 Steps to Ensure Exhibition Success

1. Plan Early

- Give yourself plenty of time. Ideally at least 6 months before an event.
- Think the 5 P's – Proper Preparation Prevents Poor Performance

2. Book your Space Early

- Booking early means you can select the best space available.
- Booking late means your choice will be limited, Think back corner of the exhibition hall that nobody goes to!

3. Scope of Works

- This entails writing a detailed brief. Your needs and your wants.
- Think of who you are and what you want to say at the show to the audience.
- Remember you have a 3 dimensional space, width x depth x height
- Features? AV, Products to displays, high level banners, LED's, graphics

4. Engage an experienced stand builder

- Research and then select 3 stand builders and give them your detailed brief.

5. Early design agreement

- Once you've decided on your stand builder then agree the final 3d designs as early as possible.
- These 3d technical models allows the stand builder to create graphic dimensions, panel plans and build plans and a pick list. All the items needed to deliver you stand.

6. Show Manual

- Organizers don't tend to send you this when you book early but once it is available send to your stand build contractor so they have all the information to hand to do their job.
- Read it yourself so you are aware of everything. It's all there, but it's a hard read!

7. Pre-Event Activities

- Ordering services like furniture, electrics, AV, rigging, Wifi – will it be you or the stand builder?
- Marketing - Tell everyone that you are going – Think email signatures, website, advertising, e-marketing to your customer and prospect list. Social channels. Newsletter.

8. During the event

- Work the floor. Rotate staff. Have staff at edge of stand, get eye contact, smile, a quick, hi, how you doing. It works!
- If passers by stop and look at something on your stand it's your chance to interact. Don't sell, just engage!

9. Post Event

- Follow up leads. Get them into your sales pipeline.
- Review – be honest, what was good, what was not. Did you see anything at the show that you would like to do next time.
- Make a note of it.
- Audit the costs so you can work out you ROI.

10. Plan for the next show earlier than before!

I hope this helps, drop me a line if you've got any questions, I love to chat

Cheers

David

David Stewart

Managing Director - **redblu Graphics & Displays Ltd**

Phone - +44 (0)141 8877378 - Option 1 - **Mobile** - +44 (0)7837 447 339

