Over Three Months Out

- Read contract carefully: Understand terms, show rules, payment schedule, etc.
- Determine exhibit objectives & purpose for participation in show.
- Determine exhibit needs: refurbishments, additions, changes, redesign, etc.
- Read and review Exhibitor Service Manual.
- Plan show advertising & marketing strategies:
  - Preferred Customer Passes
  - WRA Membership Mailing List
  - Expo Program Logo Upgrade
  - Expo Program Advertising
  - Enhanced Digital Exhibitor Listings
  - Auction Donations
  - Sponsorship Opportunities
  - Incentives/Premiums/Literature

Two – Three Months Out

- Select display products & develop floorplan for exhibit.
- Finalize graphics art/copy.
- Plan any in-booth presentations and/or demonstrations.
- Create a list of required services, noting deadlines.
- Communicate with primary vendors & order show services:
  - Electrical, Mechanical & IT
  - Lead Retrieval Systems
  - Furnishings & Rental Services
  - Carpet
  - Audio Visual
  - Vacuuming/Cleaning (Porter) Services
  - Catering/Bartenders
  - Labor & Installation
- Select booth staff.
- Order badges for exhibiting staff.
- Make airline, hotel & car reservations.
- Submit authorization forms if using an Exhibitor Appointed Contractor.
- Execute and implement show-related advertising & marketing strategies.
- Meet deadlines for publicity in the Expo Program & Exhibit Directory.
- Review your company’s online “Virtual Trade Show” listing to be sure information there is correct because this is the same information that will appear in the Expo Program & Exhibit Directory.

One Month Out

- Confirm availability of display, literature, samples, and give-aways
- Plan and hold a pre-show meeting for booth staff
- Distribute training materials to all booth staffers
- Reserve dock space for move-in

Upon Arrival & During Show

- Supervise and/or execute booth setup
- Perform any on-site training for booth staff

After Show

- Reserve next year’s space
- Arrange for follow-up on lead forms
- Send thank you notes to booth staff
- Handle show-related invoices
- Measure/analyze results