EXHIBITOR TIMELINE

MAXIMIZE YOUR ROI AT APCO INTERNATIONAL BY PLANNING EARLY!

10 – 12 MONTHS BEFORE SHOW

- Begin planning/set goals
- Define target audience
- Establish budget
- Reserve booth space
- Book hotel/airline
- Plan booth theme

6 – 10 MONTHS BEFORE SHOW

- Evaluate current display (reuse, revamp or start over?)
- Study show rules and regulations (before constructing booth)
- Design booth layout
- Select staffers
- Plan publicity and promotions
- Order signage
- Plan hospitality events

3 – 6 MONTHS BEFORE SHOW

- Determine product to be displayed
- Arrange for Shipping
- Finalize display and learn how to assemble it (even if it will actually be completed by hired labor)
- Order show services supplies and equipment through Exhibitor Manual (see show checklist)
- Develop and compile targeted mailing list
- Design pre-show mailers and booth literature
- Register all booth personnel

2 – 3 MONTHS BEFORE SHOW

- Print pre-show mailers
- Design press kits
- Send press releases
- Order promotional items/giveaways
- Design and customize action codes for lead retrieval
- Begin pre-show marketing/mailings
- Train booth staff
- Confirm all travel reservations and make restaurant reservations for staff or hospitality events

- Appoint someone to oversee installation and dismantling

ONE MONTH BEFORE SHOW

- Verify show services
- Assemble display in-house and make last-minute adjustments
- Confirm product samples/literature
- Continue pre-show promotions
- Finalize booth staff schedule
- Ship display and materials (exhibit display& graphics, product displays, literature & giveaways)
- Practice in-both demonstrations (know how to work all equipment!)

THREE WEEKS BEFORE SHOW

- Mail final pre-show promotions
- Send last-minute reminders to media

ONE WEEK BEFORE SHOW

- Organize items to take to the show (tool kit, copies of all contracts, contact names and numbers for show management and services, exhibit emergency kit)
- Finalize follow-up plan
- Do role-playing with staff (engaging, overcoming objections, etc)
- Confirm all shipments

SET-UP DAY

- Know your move-in schedule!
- Hold a staff briefing to review goals and techniques
- Supervise setup of booth (have photos of the finished booth for reference)

DURING THE SHOW

- Hold daily team meetings to keep staff informed and to track progress
- Keep booth neat and clean
- Book space for next year

AFTER THE SHOW

- Supervise booth dismantling and move-out
- Have a team meeting and evaluate show results
- Distribute leads; begin follow-up ASAP
- Send customized follow-up packets
- Send thank-you notes to staff
- Begin planning next year's conference