

# Exhibitor Institute



## Exhibit Planning Guide

### Interactive Exhibit Planning Guide

The Exhibit Planning Guide is an excellent place to store the countless amounts of valuable information that pertain to your trade show program. The Guide also serves as a reminder and checklist of items you may have overlooked or forgotten.

To use the Guide, work your way through the different areas, filling in the pertinent information, then click on 'Save As' and save under your show name. For those participating in multiple shows, save a file for each show.

# Exhibit Planning Guide

## Show Information 1

Show Name

Show Dates  Conference Dates

Location City  Location Country

Exhibit Hall/Hotel  Booth #

Set-up Dates & Times

Dismantle Dates & Times

Sponsoring Organization

Show Management Co.

Show Manager  Account Rep

# Exhibit Planning Guide

## Show Information 2

Exhibitor Name  
& Address

Telephone #

Fax #

Contact Email

Show Theme

Attendance Last Year

Expected This Year

# of Exhibitors Last Year

Expected This Year

Audience Composition

Participation by Competitors

# Exhibit Planning Guide

## Show Contract Information

Space Contract Signed & Sent

Exhibit Manual Received

Booth Choices

1st

2nd

3rd

4th

Deposit Amount & Date Paid

Balance & Date Due

Booth Location

Hall Obstructions & Limitations

Ceiling Height

Floor Loading

Elevator Dimensions & Capacity

Backwall Height

Equipment Height

# Exhibit Planning Guide

## Booth Equipment

**Other Rules & Regulations**

**P.O. # to Show Services Company**

**Exhibitor Manual to Exhibit Builder**

**Booth Equipment Ordered**

Signage

Running Water

Tables

Carpeting/Tiles

Compressed Air

Chairs

Flowers

Gas

Ashtrays

Internet

Steam

Wastebaskets

Spotlights

Drain

Desk

Electrical

Computer(s)

Monitors

**Other (explain)**

# Exhibit Planning Guide

## Arrangements / Reservations

### Booth Equipment Ordered

- |                                      |                                      |                                     |                                   |
|--------------------------------------|--------------------------------------|-------------------------------------|-----------------------------------|
| <input type="checkbox"/> Internet    | <input type="checkbox"/> Electrician | <input type="checkbox"/> Carpenters | <input type="checkbox"/> Cleaning |
| <input type="checkbox"/> Photography | <input type="checkbox"/> Riggers     | <input type="checkbox"/> Drapery    | <input type="checkbox"/> Other    |

Advanced Registration & Exhibitor's Badges Ordered For

Hospitality Suite Reserved At

Dates

Suite Name/Number

Hotel Reservations Made At

For The Following

# Exhibit Planning Guide

## Display Planning 1

Existing Booth Stored At	<input type="text"/>		
Refurbishing Needed	<input type="text"/>		
Alterations, Copy Changes, etc.	<input type="text"/>		
New Booth To Be Constructed	<input type="text"/>		
Exhibit Fabricator	<input type="text"/>		
Contract Approved	<input type="checkbox"/>	Name of Contract	<input type="text"/>
Fabricator to Provide	Design	Plans	Rendering
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Final Design OK'd On	<input type="text"/>	By	<input type="text"/>
Final Signs Due On	<input type="text"/>	Delivered On	<input type="text"/>

# Exhibit Planning Guide

## Display Planning 2

Pre-Show Set-up & Inspection On

At

Products To Be Highlighted

Central Booth Theme

Principle Focal Point

Special Effects

Promotional Items

Special Signs, Etc. for Suite

Special ID for Personnel



# Exhibit Planning Guide

## Pre-Show Planning

Pre-Show Briefing

Exhibit Staff Training

Training Organization [www.exhibitorinstitute.com](http://www.exhibitorinstitute.com)

Support Staff to be Hired

Special Costumes or Training

Internal Promotions

Invitations to Clients

Mailings to Prospects

Show Tickets/ Registration Forms to  
Clients/ Prospects

PR Information to Show Management

Co-op Marketing Programs with  
Show Management

# Exhibit Planning Guide

## Pre-Show Marketing

Product Releases for Publication

Product Releases on  
Which Products

Industry Publications

Scheduled Advertising for Show Issue

Press Conferences

Adverts in Show Program

Promotional Items

Local Signs, Billboards

Social Media Campaign

# Exhibit Planning Guide

## Arrangements

<b>Transportation for Attendees</b>	
Shuttle Bus <input type="checkbox"/>	Limo <input type="checkbox"/> Taxi <input type="checkbox"/> Other <input type="checkbox"/>
<b>Literature Available For</b>	
General Handout <input type="checkbox"/>	Selective Handout <input type="checkbox"/> Reference Only <input type="checkbox"/>
<b>Giveaways Available For</b>	
General Handout <input type="checkbox"/>	Selective Handout <input type="checkbox"/> Reference Only <input type="checkbox"/>
Lead Retrieval System Ordered	<input type="text"/>
Company Lead Forms Available	<input type="text"/>
Booth Photos <input type="text"/>	Taken <input type="text"/>
Fulfillment Program	<input type="text"/>
Follow-up Mailing to Customers	<input type="text"/>

# Exhibit Planning Guide

## Shipping

Shipping Address & Markings

Shipping Data

Booth

Products / Equipment

Shipping Date

Shipped From

VIA

Routing

# Exhibit Planning Guide

## Carrier Information

Shipping Data	Booth	Products / Equipment
No. of Pieces	<input type="text"/>	<input type="text"/>
Waybill / Bill of Lading	<input type="text"/>	<input type="text"/>
To Arrive on or Before	<input type="text"/>	<input type="text"/>
Carrier's Office or Contact	<input type="text"/>	
Show Carrier	<input type="text"/>	
Scheduled Set-up Times	<input type="text"/>	
Installation/ Dismantle	<input type="text"/>	Exhibit Fabricator <input type="checkbox"/> Other <input type="checkbox"/>
Name & Address (if Other)	<input type="text"/>	

# Exhibit Planning Guide

## Carrier Information

Exhibitor's Insurance Company	<input type="text"/>
Customs Broker	<input type="text"/>
Shipped To & Carrier	<input type="text"/>
Waybill / Bill of Lading	<input type="text"/>
Hotel & Service Bills	Checked <input type="checkbox"/> Paid <input type="checkbox"/>

# Exhibit Planning Guide

## Exhibit Timetable/Pre-Show

Action or Event	Scheduled Date	Actual Date
Decision to Exhibit	<input type="text"/>	<input type="text"/>
Submit Booth Contract	<input type="text"/>	<input type="text"/>
Booth Plans Complete	<input type="text"/>	<input type="text"/>
Final Selection of Display Products	<input type="text"/>	<input type="text"/>
Complete Booth	<input type="text"/>	<input type="text"/>
Ship Booth	<input type="text"/>	<input type="text"/>
Ship Products or Equipment	<input type="text"/>	<input type="text"/>

# Exhibit Planning Guide

## Exhibit Timetable/Set Up/Dismantle

Action or Event	Scheduled Date	Actual Date
Set-Up Booth	<input type="text"/>	<input type="text"/>
Exhibit Opens	<input type="text"/>	<input type="text"/>
Exhibit Closes	<input type="text"/>	<input type="text"/>
Dismantle Booth	<input type="text"/>	<input type="text"/>
Ship Booth/Equipment	<input type="text"/>	<input type="text"/>
Complete Fulfillment of Booth Inquiries	<input type="text"/>	<input type="text"/>



# The Exhibitor Institute

The Exhibitor Institute was formed to research, develop and deliver training programs and products to those companies seeking to increase their market share using three dimensional marketing. The Exhibitor Institute provides programs and information which when properly applied, produce measurable returns on your exhibit investment.

We are dedicated to the success of organizations which exhibit at trade or consumer shows, trade fairs, conferences, show rooms, road shows or any other events that place their target audience in face-to-face contact with their goods, services and company representatives.

In order to ensure that our programs contain the most current information and most effective training techniques, our researchers, writers, consultants and trainers work continuously with show producers, exhibit designers and builders, public and private sector exhibitors, as well as other academic institutions.

The membership of the Institute is comprised of a cross section of trade and consumer show exhibitors representing many industries. An important component in our membership are those from the support and service side of the exhibit industry. The show managers, producers, exhibit builders and designers, installation and dismantle companies, as well as those from transportation, brokerage and show services. All of these people have a keen interest in the education and the ultimate success of the exhibitor.

The Institute is supported by exhibitor training seminars, membership programs and the marketing of exhibitor products and services.

For complete information on our exhibitor training programs and consulting services please visit our website at: [www.exhibitorinstitute.com](http://www.exhibitorinstitute.com)

## ABOUT THE AUTHOR



Fred Fox is an exhibit marketing consultant, trainer and founder of the Exhibitor Institute. He has been presenting exhibitor skills training seminars throughout North America, the U.K. and Western Europe since 1980 .

He is a frequent contributor to many exhibit industry publications and Internet mailing lists and forums. He has produced several exhibitor training videos and DVD's, including: Power Selling for Exhibitors, Xtreme Xhibitor, Trade Show Gold, Audio CD's and printed materials.