

LDA - Exhibiting Checklist

6-12 months

- Decide budget
- Select shows
- Book space

4 months

- Analyse show objectives and audience
- Formulate marketing message
- Brief stand designer / contractor
- Recruit show staff

3 months

- Plan work schedule
- Book travel and accommodation
- Organise outside suppliers
- Plan printed materials

6-8 weeks

- Finalise staffing and distribute show information
- Start production of display material
- Order show product and company sales literature
- Organise pre-event advertising and press release
- Order necessary show services

3-4 weeks

- Mail invitation letters and finalise VIP guest events
- Organise staff training materials

1-2 weeks

- Assemble supplies, tickets, exhibitor / contractor passes and service orders
- Bring credit cards for payment on-site

Pre-show on-site

- Finalise stand build and product display
- Hold pre-show briefing and outline goals

During show

- Hold daily progress meetings and process leads
- Reserve next year's space

Post show

- Follow up sales leads and orders
- Send thank-you letters to visitors and staff
- Hold evaluation meeting