

Exhibitor Checklist

Are you ready for the expo? Are you maximising your exhibiting experience?
Below is a checklist of tasks and deadlines to action prior to the event.

TASK	DUE	COMPLETE
Compulsory Forms in Exhibitor Centre:		
Read and understand all information in the Exhibitor Centre	1 May	
Event Magazine Artwork Due (if booked)	1 June	
Company listing on website	1 June	
Order additional services e.g. catering, overhead signs, additional lighting / power	22 June	
Organise freight / shipping and book Loading dock time?	22 June	
Register any stand activity that may need approval	22 June	
Space only Stands - Submit stand artwork and contractor details.	22 June	
Turnkey Stands - Submit stand artwork via Exhibitor Centre.	29 June	
Register Exhibitor Passes	9 July	
Register or Order your lead scanner(s)	9 July	
Staffing for Expo		
Organise the staff who will be working on your stand	1 May	
Book flights and accommodation for staff	1 May	
Plan parking or organise alternative transport to the show	9 July	
Marketing / Promotions		
Download Top Tips for Exhibiting checklist	1 May	
Set your exhibiting objectives and share with your onsite team	1 May	
Plan your pre-show marketing campaign – see Marketing Tools Page.	1 May	
Plan your stand design – think about messaging and your exhibitor objectives.	14 May	
Organise your onsite stand activity promotions	14 May	