



## **Exhibition checklist**

Working through your exhibition manual usually ensures that all the essential parts of the project are completed but sometimes it's the communication that gets overlooked until the last minute. Here's a checklist as a reminder:

### **Pre-show promotion**

To ensure that as many people as possible visit your stand:

- Send mailers to your client and prospect list explaining why they should come and see you
- Obtain VIP invitations/tickets and send out to your top clients
- Add a 'news flash' to your website with details of your stand number
- Complete your catalogue entry in good time
- Send press releases to the target trade press running show previews *before* their deadlines
- Prepare press packs to be delivered to the media centre and to have available on your stand

### **Corporate clothing**

This can clearly identify your staff at the show. It can look very professional, while still being comfortable and helps to engender a team spirit. It also publicises your company or product throughout the show – not just when staff are on the stand.