



16 WEEK EXHIBITOR ACTION LIST

WEEK 16: Create a Written Action Plan. (Don't just think it – ink it!!!)

- Budget
- Exhibit Design
- Presentations/Demonstrations
- Sales Support Materials
- Staffing
- Lead Capture

WEEK 15: Develop 5 Step Pre-Show Marketing Plan

- Set an Exhibit Activity Goal
- Budget at least 15% toward pre-show marketing
- Create Ideal Visitor Profile
- Budget target visitor lists (in house)
- Create a General Awareness campaign that delivers at least 3 direct hits to your ideal booth visitors

WEEK 14: R & D

- Start recruiting and/or assigning staff
- Compile ideal visitor list

WEEK 13: Travel & Lodging

- Make travel plans
- Review show budget

WEEK 12: Check Up

- Check progress and finalize staff
- Check on production, exhibit, graphics and printed materials

WEEK 10: Schedule

- Schedule at show staff meeting

WEEK 9: Order

- Order pre-registration attendee lists

WEEK 8: Launch

- Send personalized invitation with reward for responding to high profile attendees
- Confirm availability of product samples and technical help required

WEEK 4: Reminder

- Send reminder fax/email to high profile attendees
- Finalize shipping information and provide to vendors

WEEK 3: Preparation

- Check on production at exhibit house and vendors
- Schedule booth staffing and confirm

WEEK 1: Finals

- Check on production at exhibit house and vendors
- Schedule booth staffing and confirm

SHOWTIME!!