

## Stage One – Pre Planning

3-6 Mo	nths prior to the show date
Set Go	als
-	Discuss your goals for the show – why are you attending? What do you hope to achieve? How do you achieve those results?
☐Set a B	udget
-	Discuss a budget including display solutions, marketing material, staff, transport and accommodations if required.
	Two – Book your Trade Show Booth Space onths prior to the show date
Determ	nine Booth Size/Layout
-	Book your booth space based on the goals you want to achieve and the budget you have decided on.
☐ Consul	t Show Manual/Exhibitor Kit
-	Thoroughly consult your trade show manual and submit all required paperwork by the appropriate deadline. Ask a trade show expert like Best Displays & Graphics if you're unsure about what forms you'll need to complete based on your exhibiting needs. Make sure to also take careful note of shipping deadlines and installation/dismantle times.
Stage <sup>-</sup>	Three – Organize your Show Strategy
1-3 Mo	nths prior to the show date
Determ	nine Trade Show Booth Display
-	Based on the goals you want to achieve, determine what kind of display solution will help achieve these goals and contact a trade show specialist like Best Displays & Graphics to assist with your booth set up.
Organiz	ze Marketing & Lead Generation Strategy
-	Determine what kind of marketing materials are required – literature, hand outs, contests etc. Ensure your marketing materials align with your show goals and attract visitors to your booth. Determine how much booth staffing is required and train booth staff in regards to your products

and services and the goals you want to achieve at the show.

Finalize Logistics	
<ul> <li>Schedule transportation of your display to and from the show venue.</li> <li>Schedule booth installation and dismantle services if required.</li> <li>Schedule transportation and hotels for your booth staff if required.</li> </ul>	
Stage Four – Post-Show Follow Up & Evaluation  1-2 Weeks Post Show	
☐ Determine Follow Up Strategy	
- Determine a follow up strategy for all leads generated at the show, and be sure to implement the follow up strategy in a timely manner so the event is still top of mind.	
☐ Evaluate Trade Show Strategy Results	
<ul> <li>Evaluate feedback from booth staff regarding visitor responsiveness to your trade show booth set up and marketing initiatives.</li> <li>Evaluate if goals were achieved and what part of your show strategy helped to achieve those goals.</li> <li>Determine ROI.</li> </ul>	
NOTES:	

For more information on trade show displays, installation and dismantle, shipping, graphic design and more, contact Best Displays and Graphics 905-940-2378 or <a href="mailto:sales@bestdisplays.com">sales@bestdisplays.com</a>