



Stage One – Pre Planning

3-6 Months prior to the show date

Set Goals

- Discuss your goals for the show – why are you attending? What do you hope to achieve? How do you achieve those results?

Set a Budget

- Discuss a budget including display solutions, marketing material, staff, transport and accommodations if required.

Stage Two – Book your Trade Show Booth Space

2-4 Months prior to the show date

Determine Booth Size/Layout

- Book your booth space based on the goals you want to achieve and the budget you have decided on.

Consult 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 Three – Organize your Show Strategy

1-3 Months prior to the show date

Determine 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.

Organize 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.

