

Exhibition Planner



Use this as a simple checklist of activities

Exhibition Name:	
Key Contacts:	
Project Leader:	
Project Team:	
Project Planning	
Key Review Stages	1 st Review Date: Key Milestones 2 nd Review Date: Key Milestones 3 rd Review Date: Key Milestones 4 th Review Date: Key Milestones
Expected Event Visitors (prospects):	
Exhibition Objectives:	
Key Targets and Measurements: Sales, Leads, Database Prospects	
Hotel requirements	
Transport Requirements (Staff and equipment)	

Expenses Food, drinks, taxis etc..	<input data-bbox="1393 113 1528 157" type="text"/>
Pre Event Marketing Plan How to let people know about your stand before the event	<input data-bbox="1393 491 1528 535" type="text"/>
Post Event Marketing Plan Follow up leads and contacts	<input data-bbox="1393 716 1528 760" type="text"/>
Exhibition	
Exhibition Information: Rules, Stand location (near high traffic or in corner), signage, panel material for fixing displays, power supply, on site services, internet access, food, other exhibitors, seminar opportunities, databases, marketing plans	<input data-bbox="1393 1075 1528 1119" type="text"/>
Space: Shell, space only	<input data-bbox="1393 1257 1528 1302" type="text"/>
Staff and Training Hire of temp staff, in house staff	<input data-bbox="1393 1432 1528 1476" type="text"/>
Stand Design, build, set up and dismantle	<input data-bbox="1393 1614 1528 1659" type="text"/>
Displays Posters, stands,	<input data-bbox="1393 1797 1528 1841" type="text"/>
Product Display / demonstration	<input data-bbox="1393 1953 1528 1997" type="text"/>

Equipment (Hire, Buy, Existing) Projectors, lighting, music, registration, computers, LCD screens	<input data-bbox="1393 178 1528 226" type="text"/>
Data Capture (hot leads, enquiries and pure data capture) Method, capture, incentive	<input data-bbox="1393 359 1528 407" type="text"/>
Wow factor Display design, interactivity, new product demo, competition	<input data-bbox="1393 558 1528 606" type="text"/>
Sales information Brochures, leaflets, holders, business cards	<input data-bbox="1393 737 1528 785" type="text"/>
Other Notes	<input data-bbox="1393 1633 1528 1682" type="text"/>

If you would like some help in planning or delivering your exhibition please contact MBL Solutions on 0191 250 4530 or email enquiries@mblsolutions.co.uk

