

Exhibition Planning Checklist

A practical countdown for exhibitors, from twelve months out to show day.

12-9 months before the show

Confirm objectives, budget range and target audience for the event.

Book stand space early: corner and island plots are the first to go.

Appoint your stand partner and share your brand guidelines.

9-6 months

Sign off the stand concept and key messaging hierarchy.

Confirm services: rigging, electrics, internet, AV and furniture.

6-3 months

Approve technical drawings and order long-lead items.

Plan staffing, travel and pre-show marketing campaigns.

The final month

Sign off graphics for print and confirm the build schedule.

Brief your stand team on objectives and lead capture.

Show day

Arrive early for hand-over, walk the stand and test all AV.

Capture photography while the stand is fresh and uncluttered.