



GUIDE TO BECOME A BETTER EXHIBITOR

This trade show guide is designed to help you masterfully navigate the challenges brought forth by trade shows with expert advice on everything from event planning and budgeting to managing your trade show assets.



GUIDE OUTLINE

- 03 Trade Show Planning
- 04 Setting Goals and Objectives
- 05 Event Selection
- 06 Trade Show Budgeting
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TRADE SHOW PLANNING

To ensure that your trade show campaign is well organized, you should ideally begin planning a year in advance of the show. During these crucial months, you will first select the trade show, set clear event marketing goals and objectives, draft a concise budget outlining event-related expenses and create a timeline to keep on schedule with important dates and deadlines.

Step 1

Goals and Objectives

Step 2

Event Selection

Step 3

Trade Show Budgeting

Step 4

Scheduling and Timelines



Learn more about Exhibit Studios:
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STEP 1: SETTING GOALS AND OBJECTIVES

Benchmarks and goals serve as a roadmap for trade show plans and strategies. Because trade shows are a strategic investment in time, money and resources, you will need to center your goals on measurable criteria—such as leads collected, value of new business, amount of total sales and prospect consultations—to prove return on your investment. After the show, evaluate your performance and make tweaks and adjustments for future events.

Before each event, jot down a few goals. Brand awareness, lead generation, and relationship building are common goals. Below we've detailed out a couple examples for you to consider.

Once your goals are defined, you can then set objectives to meet them.



GOAL EXAMPLES:

- »»» Increase brand prominence within industry.
- »»» Launch new products and services.
- »»» Build better relationships with current clients.
- »»» Generate qualified new business leads for the sales team.



STEP 2: EVENT SELECTION

Selecting the right event is crucial if you want to have a significant impact with your target audience. To begin, acquaint yourself with trade show opportunities within your industry or niche and make a list of the ones that best align with your marketing goals and objectives. After compiling a list of events, identify the shows you believe will yield the highest return on your trade show investment. Contract space in the show as soon as you can. Booth space is limited, must be reserved in advance and involves a cost, which varies according to square footage, type (inline, island and corner) and, at times, location on the exhibition floor. Below are a few key tips to consider when beginning to identify events to attend.



EVENT SELECTION TIPS:

- Request show statistics to compare attendee numbers and demographic information.
- Select national shows over regional events if you are looking to heighten brand exposure.
- Identify shows that attract a high percentage of qualified buyers.



STEP 3: TRADE SHOW BUDGETING

There are many ways to budget for your trade show. The simplest way to estimate the cost of—and how much you should budget for—a trade show is to take the cost of the exhibiting space and multiple it by three. Example: If you plan on spending \$15,000 for space at your trade show, your budget should be around \$45,000.

Break down your event-related costs as follows:



BUDGETING TIPS:

- »» Take advantage of early bird discounts from vendors.
- »» Consult your “exhibitors’ kit” to identify advance warehouse cut-off dates to avoid additional fees.
- »» Pay close attention to show services while planning your budget.



STEP 4: SCHEDULING AND TIMELINES

Schedules and timelines are important tools for trade show planners and serve to structure trade show planning around concrete dates. Timelines help exhibitors save money by preventing missed deadlines and other costly mistakes. When drafting your trade show timeline, begin by organizing into quarters or three-month intervals. Place the most time-sensitive items at the beginning of your timeline to make sure they are done promptly.

12

Months Out

- Book space in show
- Create a budget

9

Months Out

- Select your exhibit partner
- Design your exhibit
- Set goals and objectives

6

Months Out

- Develop a marketing plan
- Select and train staff
- Plan event logistics, electric, rigging, flooring and more

3

Months Out

- Begin pre-show marketing
- Finalize booth materials
- Finalize travel plans
- Finalize shipping and drayage

SCHEDULING TIPS:

- »»» Book your booth space early for a prime location on the show floor.
- »»» Create a spreadsheet, Google sheet or shared calendar to track progress of deadlines.
- »»» Give yourself enough time to design the right exhibit for your brand.

THE ULTIMATE TRADESHOW CHECKLIST

- Set reasonable goals: Center your goals on measurable criteria—such as leads collected, value of new business, amount of total sales and prospect consultations—to prove return on your investment.
- Strategically select your event. Make a list of the shows that best align with your marketing goals and objectives, then identify the shows that yield the highest return on your trade show investment.
- Before you select the event, request show statistics to compare attendee numbers and demographic information, then identify shows that attract a high percentage of qualified buyers.
- Draft a concise budget outlining event-related expenses. Remember, the simplest way to estimate the cost of—and how much you should budget for—a trade show is to take the cost of the exhibiting space and multiple it by three.
- Create a timeline to keep on schedule with important dates and deadlines. Remember, consider starting your timeline 12 months out and then bucket into quarters leading to the event.
- After the show, evaluate your performance based on the goals you identified and make tweaks and adjustments for future events.



About Exhibit Studios

Seriously, we're really good at this. We specialize in creating unique experiences for people just like you.

We take the stress out of trade show planning and help you showcase your brand and focus on other matters. Working with you is what we do best. We understand your challenges and goals and can, quickly, step in and enhance your efforts.

Most of our employees have been here over 10 years which has helped us build strong relationships with our clients. We learn to understand you.

Whether you're looking for trade show services or a fully interactive museum we have you covered. Our team of designers, craftsmen, project managers and exhibit specialists have been delivering solutions for our clients for over 20 years.

Have a design solution in mind or are you looking to bounce your ideas around with our design experts? Exhibit Studios is here to help bring your visual marketing concepts to life. Let's start the conversation and see what we can do for you.

The Team



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