

Your Exhibition Essentials

We know there's a lot to think about once you've made the decision to exhibit at a show. Planning ahead means that you'll get the most out of exhibiting, so use our Exhibition Essentials Checklist to make sure that nothing gets forgotten.

	Deadline	Ordered / Ready
Display stand elements Posters Roller banner/Pull-up Pop-up Literature racks		
Lighting		
Audio-visual equipment		
Furniture		
Stand electrics		
Stand staff (Do you need extra freelance staff? Have you made a rota?)		
Promotional literature Brochures Flyers Postcards Leaflets		
Branded stationery Enquiry pads Note pads Pens Business cards		
Prize draw Entry forms (postcard format works well and can be left on tables in cafes at the exhibition venue, don't forget to include your stand number) Posters to promote		
Online activity Link to the event website Links to the event via social media Social media updates about exhibiting (with stand number) Online promotion of event prize draw (if running)		
PR Communicate special show offers/competitions to organisers PR team		

Everything you need for your exhibition
from just one supplier...

STANBURY
 CHAMELEON 

<p>Direct marketing</p> <p>Mail to your database highlighting your presence at the event (include your stand number)</p> <p>Emails to your database in the lead-up to the event highlighting your presence and any offers, competitions etc. (with your stand number)</p>		
Approach the organisers about running a seminar or giving a presentation as part of the event's programme		
Order promotional giveaways – make them relevant, useful and ensure that they reflect your brand values		
Plan your exhibition "uniform" (i.e. branded clothing, similar colours) + comfortable shoes		
Set up meetings in advance with key clients, potential customers, the press etc.		
Practice putting up your stand before you get to the event		
<p>Pack an Exhibition Essentials box with</p> <p>Marker Pen</p> <p>Sticky tape</p> <p>Double-sided tape</p> <p>Post-it notes</p> <p>Elastic bands</p> <p>Stapler</p> <p>Paper clips</p> <p>Highlighters</p> <p>Plastic wallets</p> <p>Scissors</p> <p>Paracetamol & Ibruprofen</p> <p>Plasters</p> <p>First Aid kit</p> <p>Mints</p> <p>Bottled water</p> <p>Energy bars</p> <p>Tissues</p>		
Book travel to the venue and think about transporting your stand literature, display etc.		



**WORLD
LAND
TRUST™**

www.carbonbalancedprinter.com
Stanbury Chameleon Reg. 2222

Did you know we are a Carbon Balanced Printer?

We are one of only ten print organisations in the UK to balance our total operational carbon footprint with World Land Trust, not just the paper we print on. Using Stanbury Chameleon will help your company meet and exceed its environmental policy targets.



Stanbury Chameleon

D23 Heritage Business Park, Heritage Way, Gosport, Hampshire PO12 4BG

📞 023 9258 9425 ✉️ hello@sc-print.co.uk 🌐 sc-print.co.uk