

One Year Before The Expo

- Book your show space early!
- Sign contract and submit deposit.
- Review all paperwork – noting any special requirements, insurance (COI), and all deadlines.
- Set a show budget.

8-12 Months before The Expo

- Be specific about goals and ROI.
- What is your marketing strategy?
- Determine booth set up – create an experience for attendees visiting your booth.
- Consider show sponsorship to elevate brand awareness.

4-8 Months before The Expo

- Get collateral ready, especially if there's a new product or brand launch.
- Booth design can be critical to your success.
- Plan intentionally to achieve your goals.
- Select booth personnel.
- Secure hotel reservations.

A few months before The Expo

- Check to make sure all giveaways, products and signage are designed, manufactured and ready in time.
- Plan how to get booth items to the show; be familiar with show shipping options.
- Start marketing activities – advertise, start posting to social media channels, begin your email campaigns to prospects and clients, etc.
- Book appointments!
- Know your competitors.
- Register booth personnel.
- Purchase uniforms and/or Expo attire for booth personnel.
- Review the Fern Exhibitor Kit – order carpet, electric, rigging, internet, signage, etc.
- Pay final deposit and confirm you have submitted all that is required.
- Submit any last-minute & necessary forms.
- Consider advertising in show directory.
- Make flight arrangements and double check hotel reservations.

A few weeks before The Expo

- Make sure booth staff:
 - Have business cards
 - Know the goals and strategy
 - Know Expo details and expectations
 - Are trained in booth strategies and skills.
- Order lead retrieval system.
- Pack an office supplies kit – tape, scissors, Velcro, screwdriver, hammer, pens, pads/paper, etc.
- Prepare a First Aid Kit – essentials and hand sanitizer, wipes and breath mints, too!
- Pack protein bars or easy energy snacks.
- Bring plenty of water – hydration is important!
- Confirm hotel reservations and travel arrangements.

A week before The Expo

- Track shipment of your booth materials.
- Check travel plans.
- Be prepared for surprises ... things don't always go smoothly.
- Be organized and stay calm!



Don't forget to use the Exhibitor Digital Email Badges found as part of this Kit in your e-signature & on your website to let everyone know you're exhibiting at The Expo 2021!