

Exhibiting Checklists



**41 Proven Checklists to Save Time
& Boost Exhibiting Effectiveness**

By Susan Friedmann, CSP, The Tradeshow Coach

CONTENTS

PLANNING Checklists:

- 30-Point Checklist for Establishing Goals & Objectives
- 30 Guidelines for Space Selection
- 30 Questions for Show Selection
- 45-Point Exhibitor Toolkit
- 30-Point Show Services Checklist
- 15-Point Exhibit Design Checklist
- 10-Point Exhibit Marketing Communications Needs Assessor
- 30 Guidelines for Choosing an Exhibit
- 40 Questions to Ask About Selecting an Exhibit House
- 25 Guidelines for Working with Union Labor

PROMOTION Checklists:

- 18-Point Checklist to Determine Advertising Premiums
- Worksheet for Planning Press Conferences
- 10-Point Advertising Checklist
- 10-Point Planning Guide for Developing a Direct Mail Campaign
- 20-Point Pre-show Promotion Planning Checklist
- 60-Point Checklist for Sponsorship Opportunities
- 19-Point Planning Guide for Working with the Media
- 26-Point Checklist for Public Relations Activity
- 41-Point Checklist for Live Presentations
- 49-Point Checklist for Working with an Advertising Agency

PEOPLE Checklists:

- 29 Keys to Successful People Preparation
- 35 Guidelines for Exhibiting Dos & Don'ts
- 33 Questions to Qualify Prospects
- 43 Keys to Successful Exhibit Selling
- 15 Guidelines for Handling Literature & Giveaways
- 46 Keys to Effective Listening Skills
- 25 Guidelines for Working as a Team
- 38-Point Checklist for Using Hospitality Suites
- Understanding & Working with Different Personality Styles
- 93 Travel and Safety Tips

PRODUCTIVITY Checklists:

- 28-Point Checklist for Gathering Competitive Information
- 41-Point Checklist for Getting Management Support
- 39-Point Worksheet for Evaluating Your Show Performance
- 42-Point Checklist for Evaluating Your Booth Staff
- 55 Guidelines to Lead Management
- 62 Guidelines to Measuring Exhibiting Success
- 89 Guidelines to Help Cut Exhibiting Costs
- 37 Points to Check On Final Invoices
- 49-Point Worksheet for Visiting a Trade Show
- 45-Point Checklist for Coping with Your Stress

GLOSSARY OF COMMON EXHIBITING TERMINOLOGY

30 QUESTIONS FOR SHOW SELECTION

1. Which industries cater to your target audience?
2. Which are your major industry shows?
3. At which shows do your major competitors exhibit?
4. Which shows do your customers attend?
5. Which shows do your suppliers attend?
6. How long has the show you're interested in been running?
7. What is special/unique about the show which differentiates it from competing industry shows?
8. How do the attendance and exhibitor figures compare for the last three to five shows?
9. Will the show attract visitors from areas of the country you do, or want to do, business with?
10. What industry segments do visitors represent?
11. What is the geographic visitor breakdown?
12. What percentage of visitors is from overseas?
13. What does show management do to promote the show?
14. Do the show dates coincide with another major event, locally, regionally, nationally?
15. What educational programming is offered?
16. Do programs conflict with show hours?
17. Are there any attendee admission restrictions?
18. Is the show open to the public?
19. Is there an on-site press room and how is it run?
20. Are there any other media relations activities, such as press conferences?
21. What types of companies currently exhibit at the show?
22. How many of these companies are your competitors?
23. What size booth space do your major competitors take?
24. Are exhibiting companies divided into product/service categories?
25. What on-site facilities are there for exhibitors?
26. What opportunities exist for exhibitors to be included in the educational programming?
27. What after-hour events are organized so that exhibitors can meet attendees?
28. What sponsorship opportunities exist for exhibitors?
29. Which hotels are within easy access to the show site?
30. What transportation is available to the show site?

If you're unsure about exhibiting at a particular show, consider a visit to experience the show first-hand as an attendee.



10-POINT EXHIBIT MARKETING NEEDS ASSESSOR

1. Why are you exhibiting at this show? _____

2. What are your show goals and objectives? _____

3. Overall, what are your greatest business strengths? _____

4. How do your products/services differ from your competitors? _____

5. What have been your major problem areas? _____

6. What products/services would be best for you to highlight at this show? _____

7. Where do most of your customers come from? _____

8. What customers that you do not now serve would you like to have? _____

9. What are your show priorities? _____

10. How will you know if you've achieved your objectives? _____



33 QUESTIONS TO QUALIFY PROSPECTS

Opening Questions:

- 1. What are your main objectives for attending this show?
- 2. What specific products/services are you looking for at this show?
- 3. What are your immediate needs?
- 4. How familiar are you with our company?
- 5. What experience have you had with our products/services?
- 6. How familiar are you with our new products?
- 7. Whose products/services are you presently using?
- 8. What specific solutions are you looking for?

Qualifying Questions:

- 9. Tell me more about your specific situation.
- 10. What are your top three criteria for buying?
- 11. What qualities are you looking for in (product/service)?
- 12. What do you like most about the products you are presently using?
- 13. What would you like to change?
- 14. What specific features are you looking for?
- 15. What are your major concerns?
- 16. Are you part of a buying team? If so, what specific information are you looking for?

Demonstrating Questions:

- 17. What do you think of this product's performance?
- 18. How does it compare to your present product?
- 19. How do you feel it will stand up to your specific needs?
- 20. What do you think about incorporating our products/services into your specific strategy?
- 21. What specific concerns do you have regarding our products/services/doing business with us?
- 22. How do you plan on using this in your organization/department?
- 23. What do you see that you particularly like?

Closing Questions:

- 24. Who else other than yourself is involved in the decision-making process?
- 25. When are you looking to make a purchasing decision?
- 26. What are your budget constraints?
- 27. Who else should we be contacting?
- 28. What would you like to see as the next step?
- 29. How do you propose we get started?
- 30. How soon would you like our sales representative to contact you?
- 31. What is your time frame for making a decision?
- 32. What else would be important for me to know?
- 33. What else would be important for you to know?



43 KEYS TO SUCCESSFUL EXHIBIT SELLING

Guidelines for Engaging Prospects:

1. Prepare 3-6 engaging questions before the show.
2. Create the right first impression.
3. Encourage visitors to want to spend time with you.
4. Be friendly and non-threatening.
5. Build rapport.
6. Ask questions that stimulate thought and encourage conversation.
7. Ask open-ended questions—beginning with who, what, where, when, why or how.
8. Relate questions to the industry, product/service and its benefits, or to a specific situation.
9. Avoid trite questions, such as “Can I help you?” “How are you doing today?” “Are you enjoying the show?”
10. Practice, practice, practice.

Guidelines for Qualifying Visitors:

11. Realize that prospects are more likely to purchase if they have been properly qualified.
12. Seek permission from visitors before asking questions.
13. Establish who the visitors are:
 - Decision maker
 - Influencer
 - Competitor
 - Supplier
 - Foreigner
 - Other
14. Find out where they are located.
15. Avoid spending time with someone outside your organization’s selling/distribution area.
16. Ask questions to reveal their level of interest/need for your product/services.
17. Investigate what created the interest/need.
18. Find out what particular problems/challenges exist that potentially your product/service could solve.
19. Inquire into their decision making process, i.e. the prospect’s influence/authority in the buying decision.
20. Explore time and budget parameters.
21. Conduct a conversation, not an inquisition.
22. Keep questions specific and avoid unnecessary questions.
23. Anticipate questions.
24. Lead the conversation by asking questions.
25. Record all prospect information on a lead card.
26. Remember to use the 80/20 Rule:
 - 80% of the time listen to visitors.
 - 20% of the time talk about your products/services.
27. Keep conversations short.
28. Avoid talking for more than two minutes straight.
29. Take notes of the conversation on a lead card.

(continued...)



Guidelines for Demonstrations:

30. Familiarize yourself with all the equipment/products on display.
31. Stress benefits, rather than features.
32. Present to the prospect's needs.
33. Let prospects know how your products/services compare with the competition.
34. Involve the prospect in the demonstration.
35. Show existing customers new product lines/applications.
36. Anticipate questions.
37. Watch for negative body language.
38. Limit the amount of information shared.

Guidelines for Closing:

39. Make sure that all the prospect's questions are answered.
40. Communicate and agree on a follow-up action plan.
41. Give the visitor a gift as a token of appreciation for taking the time to talk to you.
42. Make sure that all the information on the lead card is accurate and complete.
43. Shake hands.



35 GUIDELINES FOR EXHIBITING DOs and DON'Ts

DOs

- 1. Prepare for a successful show.
- 2. Dress according to the company's dresscode – uniform or other requirements.
- 3. Wear your name tag on upper right side (avoid wearing a lanyard).
- 4. Wear comfortable (worn in) shoes. Consider having a second pair to change into if you work a very long shift.
- 5. Know the booth layout.
- 6. Know the products being displayed.
- 7. Qualify the prospect with powerful questions.
- 8. Determine the prospect's needs through your questioning.
- 9. Relate your product to those needs during your presentation/demonstration.
- 10. Know your competition.
- 11. Be polite and firm with tire-kickers.
- 12. Walk around the show and familiarize yourself with what's new in the industry, even if you're a market leader.
- 13. Help keep the booth clean and neat.
- 14. Be enthusiastic.
- 15. Be confident.
- 16. Know who else is working the booth and their area of expertise.
- 17. Be nice to "LOOKERS".

DON'Ts

- 18. Sit, read, smoke, eat, chew gum or drink in the booth.
- 19. Ignore prospects by forming a cozy cluster and chatting with colleagues.
- 20. Use the booth/cell phone while visitors are around.
- 21. Leave the booth without informing colleagues.
- 22. Be late for booth duty.
- 23. Close off conversation by crossing your arms.
- 24. Use inappropriate/negative body language, e.g. fig leaf.
- 25. Stand with your back to the aisle.
- 26. Say "Can I help you".
- 27. Lean on booth furniture.
- 28. Drink alcohol or eat garlicky or spicy foods during the day.
- 29. Complain.
- 30. Wear new shoes or high heels.
- 31. Talk negatively about the competition.
- 32. Let the booth get untidy.
- 33. Get into over the fence conversations with neighboring exhibits.
- 34. Congregate at your booth when you are off duty.
- 35. Be unprofessional.



89 GUIDELINES TO HELP CUT EXHIBITING COSTS

Planning

- 1. Plan ahead to save expensive last minute charges.
- 2. Have a contingency plan of action.
- 3. Do your homework.

The Exhibit Display

- 4. Consider refurbishing an old exhibit before buying a new one.
- 5. Think about renting rather than buying an exhibit.
- 6. Investigate a rent-to-buy program to see whether exhibiting is right for you.
- 7. Check the weight when buying an exhibit.
- 8. Know that lightweight durable designs save on shipping, drayage and labor charges.
- 9. Save on labor charges by having your exhibit pre-wired to allow for electrical drop-ins once the exhibit is assembled.
- 10. Buy your own carpet and skirting instead of renting.
- 11. Buy your own plants to decorate the display.
- 12. Consider investing in silk plants as they are more durable and can be used for several shows.
- 13. Use local dealers to house your display to save shipping across country.
- 14. Share display costs with vendors/suppliers/dealers.

Exhibit Graphics

- 15. Provide camera-ready artwork or JPEG/TIFF files to save on production costs.
- 16. Use halogen stem lighting instead of backlit photos.
- 17. Create graphics copy using your own desktop publishing.
- 18. Avoid overtime or rush charges by designing and producing your exhibit graphics ahead of time.
- 19. Have someone proofread your copy to avoid change charges.
- 20. Shoot your own photos.
- 21. Have a photolab enlarge and mount them on plastic (it's stronger and more durable) rather than foam board.
- 22. Use color photos if you want to change graphics often.
- 23. Use durotrans for more permanency.

Transportation

- 24. Keep accurate records of actual weight and number of shipments.
- 25. Know that your charges are based on these figures.
- 26. Know the weight of your shipping cases, both full and empty.
- 27. Specify the weight on your bill of lading.
- 28. Know the number of laborers used.



89 GUIDELINES TO HELP CUT EXHIBITING COSTS (continued)

- 29. Know how many hours are spent each day for loading/unloading shipments.
- 30. Do your own supervision and save up to 30% when you have to hire labor.
- 31. Know that the installation company will add 25-30% on total labor bill to supervise your project.
- 32. Consolidate all your boxes into one large box or shrink-wrap them all on one pallet instead of shipping several small boxes.
- 33. Send one shipment to the warehouse.
- 34. Know the minimum charge for minimum weight - \$35-40 to handle shipment whether its 10 pounds or 200 pounds.
- 35. Check into the cheapest way to ship - 70 pound weight limit.
- 36. Consider using UPS and then ship to a local rep who can walk freight in and out of the hall.
- 37. Specify your carrier for outbound exhibit shipments.
- 38. Be aware that the drayage contractor can divert your shipment to another carrier, resulting in double transportation costs and risk of loss.
- 39. Schedule labor during straight time.
- 40. Avoid weekends and overtime hours as much as possible.
- 41. Know that overtime costs time and a half or double.
- 42. Investigate warehousing units in the area where the shows are being held if your shows are grouped in a limited geographic area.
- 43. Look into short-term storage rates as they may be cheaper than shipping back and forth.
- 44. Find out if your smaller shows offer free or reduced rates on exhibit storage between shows.
- 45. Investigate this option since it can save transportation costs and wear and tear on displays.
- 46. Don't scrimp on shipping containers.
- 47. Know that it is very expensive to re-do graphics if they get damaged during shipping.
- 48. Use combination locks instead of keys.
- 49. Save on the cost of a locksmith – they can be very expensive!
- 50. Share shipping costs with another exhibitor.
- 51. Combine your loads.

Show Management/Show Services

- 52. Sign up early.
- 53. Realize that exposition management offers reduced rates for early sign-up with prepayment.
- 54. Save by pre-ordering show services.
- 55. Be aware that floor prices are 10-20% higher.
- 56. Don't miss any deadlines that affect discount pricing.
- 57. Pay bills early to take advantage of prompt payment discounts – 2-10%.
- 58. Take advantage of free badges for your company personnel.
- 59. Check with show management if they offer this service for early registrations.



89 GUIDELINES TO HELP CUT EXHIBITING COSTS (continued)

- 60. Investigate bartering opportunities.
- 61. Check into an exchange of services for space option.
- 62. Order more wattage than needed.
- 63. Don't risk breakdown or having to pay higher floor price.
- 64. Bring your own vacuum cleaner to keep your booth clean.

Promotional Items

- 65. Design your own flyers using clipart and desktop publishing.
- 66. Avoid 4-color literature.
- 67. Use one color with screens to create different shades.
- 68. Don't print your booth number on any literature until the number is definite.
- 69. Avoid paying overhead charges by using freelancers instead of an ad agency.
- 70. Take only enough literature to distribute to highly qualified leads.
- 71. Know that this option saves on drayage and production costs and cuts down on waste.
- 72. Have downloadable information available on your website.
- 73. Ship literature with the rest of the exhibit for a one-time drayage charge.
- 74. Order enough premiums for several shows.
- 75. Investigate saving on quantity discounts.
- 76. Explore cross-promotional opportunities with other exhibitors.
- 77. Explore cross-promotional opportunities local businesses.

Personnel/Travel

- 78. Book early and ask hotels for any specials/corporate rates.
- 79. Investigate joining associations to benefit from the various travel discounts they offer.
- 80. Explore Saturday night stay-over rates.
- 81. Check into whether an extra night at the hotel is less than the extra airfare.
- 82. Check into discounts offered on the Internet e.g. www.hoteldiscounts.com.
- 83. Take advantage of parking discounts that some convention centers offer exhibitors.
- 84. Have your staff double up and share rooms.
- 85. Use shuttle/courtesy buses instead of taxis.
- 86. Set limits on per diem expenses.
- 87. Reward personnel who spend less than the limit.
- 88. Consider a rebate a percentage of the savings.
- 89. Look into hiring a temporary instead of having two.



ExhibiTips™

BUDGETING

An important part of the planning process is establishing a realistic budget. Exhibiting involves many different expenditures. Because of the numerous components involved, it is easy to overlook an area and have unexpected expenses.

A budgeting guideline:

Space	24%
Booth expenses (including furnishings & equipment)	33%
Show services (including utilities)	22%
Transportation	13%
Advertising, promotional & special activities	4%
Personnel (including travel, hotel & expenses)	4%

(Source: Trade Show Bureau Research Report on Cost Analysis, #2060)

The following checklist will help you keep a more accurate account of your expenses.

Budgeting Checklist

	Estimated Cost	Actual Cost
1. Space		
<input type="checkbox"/> Booth	\$ _____	\$ _____
<input type="checkbox"/> Hotel suite	\$ _____	\$ _____
2. Exhibit Display		
<input type="checkbox"/> Design & construction	\$ _____	\$ _____
<input type="checkbox"/> Graphics	\$ _____	\$ _____
<input type="checkbox"/> Refurbishing	\$ _____	\$ _____
<input type="checkbox"/> Products for display	\$ _____	\$ _____
<input type="checkbox"/> Booth rental	\$ _____	\$ _____
<input type="checkbox"/> Used booth purchase	\$ _____	\$ _____
<input type="checkbox"/> Literature holders	\$ _____	\$ _____
<input type="checkbox"/> Easels	\$ _____	\$ _____
<input type="checkbox"/> Tool kit	\$ _____	\$ _____
<input type="checkbox"/> Lighting fixtures	\$ _____	\$ _____
3. Furnishing the Booth		
<input type="checkbox"/> Tables	\$ _____	\$ _____
<input type="checkbox"/> Chairs	\$ _____	\$ _____
<input type="checkbox"/> Ashtrays	\$ _____	\$ _____
<input type="checkbox"/> Garbage cans	\$ _____	\$ _____
<input type="checkbox"/> Carpeting	\$ _____	\$ _____
<input type="checkbox"/> Floral arrangements	\$ _____	\$ _____
<input type="checkbox"/> Computer rental	\$ _____	\$ _____
<input type="checkbox"/> Imprinter rental	\$ _____	\$ _____
<input type="checkbox"/> Audiovisual equipment rental	\$ _____	\$ _____

4. Show Services		
<input type="checkbox"/> Set-up/tear-down labor	\$ _____	\$ _____
<input type="checkbox"/> Electricity	\$ _____	\$ _____
<input type="checkbox"/> Water, gas, air	\$ _____	\$ _____
<input type="checkbox"/> Telephone, fax	\$ _____	\$ _____
<input type="checkbox"/> Booth cleaning	\$ _____	\$ _____
<input type="checkbox"/> Photography	\$ _____	\$ _____
<input type="checkbox"/> Security	\$ _____	\$ _____
<input type="checkbox"/> Overnight services	\$ _____	\$ _____
5. Shipping and Storage		
<input type="checkbox"/> Freight	\$ _____	\$ _____
<input type="checkbox"/> Drayage	\$ _____	\$ _____
<input type="checkbox"/> Exhibit storage	\$ _____	\$ _____
<input type="checkbox"/> Insurance	\$ _____	\$ _____
6. Advertising and Promotion		
<input type="checkbox"/> Pre-show promotion	\$ _____	\$ _____
<input type="checkbox"/> On-site promotion	\$ _____	\$ _____
<input type="checkbox"/> Post-show promotion	\$ _____	\$ _____
<input type="checkbox"/> Direct mail	\$ _____	\$ _____
<input type="checkbox"/> Public relations activities	\$ _____	\$ _____
<input type="checkbox"/> Premiums	\$ _____	\$ _____
<input type="checkbox"/> Special show literature	\$ _____	\$ _____
<input type="checkbox"/> Telemarketing activity	\$ _____	\$ _____
7. Personnel		
<input type="checkbox"/> Travel expenses	\$ _____	\$ _____
<input type="checkbox"/> Hotel accommodations	\$ _____	\$ _____
<input type="checkbox"/> Show registrations	\$ _____	\$ _____
<input type="checkbox"/> Meals	\$ _____	\$ _____
<input type="checkbox"/> Out-of-pocket expenses	\$ _____	\$ _____
<input type="checkbox"/> Special uniforms	\$ _____	\$ _____
8. Special Activities		
<input type="checkbox"/> Guest entertainment	\$ _____	\$ _____
<input type="checkbox"/> Receptions	\$ _____	\$ _____
<input type="checkbox"/> Sales meetings	\$ _____	\$ _____
<input type="checkbox"/> Speaker expenses	\$ _____	\$ _____
<input type="checkbox"/> Presenters/live talent	\$ _____	\$ _____
<input type="checkbox"/> Training expenses	\$ _____	\$ _____
9. Hospitality		
<input type="checkbox"/> Meeting room	\$ _____	\$ _____
<input type="checkbox"/> Food/drink	\$ _____	\$ _____
<input type="checkbox"/> Gifts	\$ _____	\$ _____
<input type="checkbox"/> Audio/visual equipment rental	\$ _____	\$ _____
10. Other		
<input type="checkbox"/> _____	\$ _____	\$ _____
<input type="checkbox"/> _____	\$ _____	\$ _____
<input type="checkbox"/> _____	\$ _____	\$ _____
<input type="checkbox"/> _____	\$ _____	\$ _____
Total Show Budget	\$ _____	\$ _____

*** SNN - Teleseminar Special ***

A Good Offer

The Essential Exhibiting Success Tool Kit \$197

Includes:

- 41 Proven Exhibiting Checklists to Save Time & Money
- ExhibiTips (1,327 Tips & Techniques to Increase Success)
- Exhibiting Wisdom: Radical (Insider) Secrets to Guarantee Your Tradeshow Success (all 3 PDF downloadable files)

Plus - S&H: \$10 (UPS Ground)

Save \$100

→ Today Only: \$97 ←

PLEASE PRINT

Full Name: _____

Bus. Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Phone: _____ Fax: _____

Email: _____

Payment Method (Circle One): **Visa** **Master Card** **Amex**

Credit Card #: _____

Authorized Signature: _____

Exp. Date: _____ / _____

Date: _____

The Best Offer!

- ✓ **The Essential Exhibiting Success Tool Kit ... \$197**
- ✓ **Secrets, More Secrets & Still More Secrets of Successful Exhibiting (3 Book Series) \$ 45**
- ✓ **Exhibit Smart Series (4 Books) \$ 25**
 - 101 Cost-Cutting Tips for the Savvy Exhibitor
 - 7 Steps to Exhibiting Success
 - 62 Powerful Questions to Qualify Your Prospects
 - 10 Steps to Making Your Show Leads

- ✓ **Meeting & Event Planning for Dummies \$ 22**
- ✓ **27 Surefire Ways to Successful Exhibiting (Mem-Cards) \$ 10**

- ✓ **1 hour Free Telephone Coaching (Free) \$250**
- ✓ **CEIR Guru Report (Exhibitor Training) (Free) \$ 24**

Plus - S&H: \$10 (UPS Ground) TOTAL \$573

Save \$376

→ Today Only: \$197 ←



The Tradeshow Coach™ ■ 2301 Saranac Avenue ■ Lake Placid, NY 12946
Phone: (518) 523-1320 ■ Fax: (518) 523-8755 ■ www.thetradeshowcoach.com