

Top 10 tips on preparing for a successful exhibition

While trade shows and exhibitions offer a huge range of benefits, they often demand an equally great amount of work, focus and commitment for them to be successful. An exhibition is the perfect opportunity to meet and communicate with people who you may not otherwise gain access to. Follow our top 10 tips to ensure your exhibition is a success...



1. Be prepared

For a successful and stress free exhibition, make sure that you plan ahead and consider what is required for your exhibition. Allow plenty of time to book your event for the design and production, promotional materials and product shipping and installation. By leaving yourself an adequate amount of time, there will be time to make changes if anything happens to go wrong.

2. What are you exhibiting?

Before you book your exhibition, be sure on what your business goals are for the event. If you are planning on selling products, networking with other businesses or looking to gain new clients, ensure that your staff are well trained and are prepared on the day. By identifying your goals, you can make the most of the experience and meet your goals with ease.



3. Research

Prior to your exhibition, research into other exhibitions to see what they are doing successfully or what they are not doing so well. By doing this you will pick up some valuable tips which can help you prepare for your own exhibition and gain an edge over your competitors.

4. Documentation

When organising an exhibition, it is crucial to be organised.

Document every step of the way and keep files organised. Set up good systems for logging objects, loans, dates etc. Keep track of everything and sign and date agreements. By doing this, you can refer back anything from the planning process so everything can go as smooth as possible.



5. Stay in contact

Constantly keep in contact with those who are exhibiting. Send them reminders a couple of days before the exhibition to ensure that they are still attending. As well as this, you should be accommodating to those who are exhibiting. Ask them prior to the event their needs and requirements so that you can provide what they need and have it ready for when they come so that nothing is left to the last minute.

6. Spread the word

As soon as you have booked your exhibition. Make sure you spread the word! Take advantage of your platform and advertise on your company website as well as sending emails out to potential clients. Maximise the use of social media and post about the exhibition. Join in conversations and inform people about the event.





7. Timing

Choosing the date for your exhibition or trade show will dictate everything that comes after, so this should be at the top of your list of priorities. You will need to choose a time of year that is likely to attract the largest number of consumers. Avoid busy periods such as the summer holidays and over the Christmas period so that more people are around to attend. As well as this, you also need to think about your suppliers and when they may be busy. Many suppliers will have already

committed to other events such as weddings, so try to avoid peak wedding season.

8. Make a checklist

When running an event, you need a checklist of every stage of the exhibition. Having a checklist will ensure that you keep organised and will not miss anything out. Thankfully we have created a checklist for your next exhibition! Download the PDF version [here](#). You should also make sure that you have a book of enquiry notes from people that you will meet.



9. Teamwork

Every exhibition calls for teamwork. Have one team leader and regular team meetings to discuss new plans for the exhibition. On the day of the exhibition ensure that your team are aware of everything happening. Give them different roles and responsibilities so that they have something to focus on and prevent anything going wrong.

10. Keep to the schedule

Our final tip is to keep to the schedule. All exhibitions are time-bound, under pressure and with fixed deadlines. Have someone in charge of the schedule who makes sure everything is on time and who can take action if things start to slide. Make sure that the schedule is written down and is available for all members of staff. The programme should stick to the timings as much as possible as consumers will be following the schedule and shouldn't be kept waiting.



We hope these top 10 tips for a successful exhibition were helpful! Let us know if you used any of these tips when planning your exhibition.

If you are interested to find out more about corporate events, do get in touch either by [email](#) or call us on 020 8905 2908.