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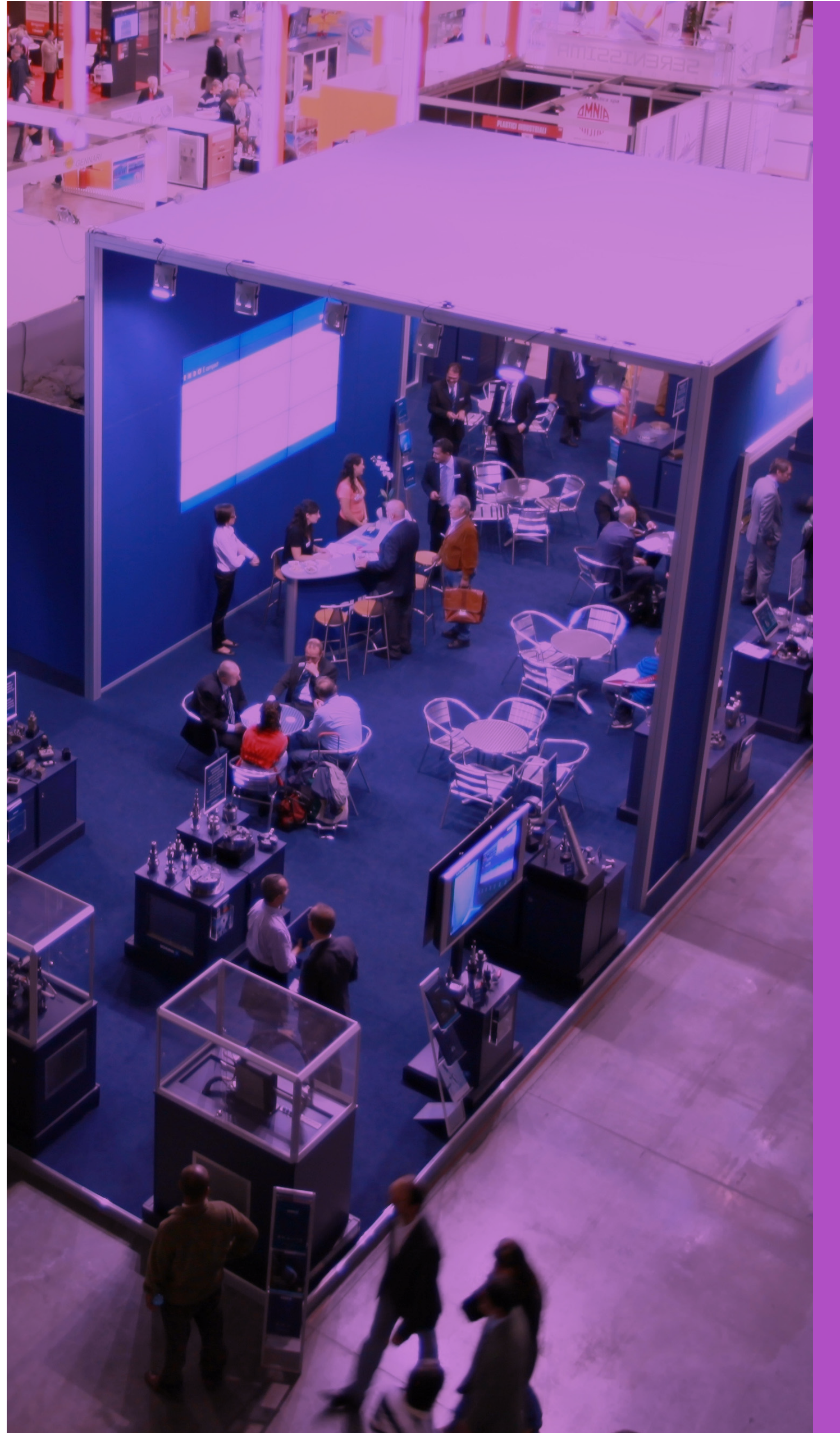
Digital & Identity
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ACTIONABLE PLANNING GUIDE

SKYLINE EXHIBITS

TRADE SHOW EXHIBITOR ACTIONABLE PLANNING GUIDE



WELCOME

Welcome to the ultimate tactical guide to exhibiting! Whether you're a seasoned trade show veteran or new to the game, this comprehensive guide is your go-to resource for mastering the essential tasks of exhibiting at a trade show. We understand that every minute counts when preparing for a successful show, and our guide will ensure a seamless experience from start to finish. We've got you covered, from securing your space to designing impactful exhibits and promoting your presence.

Let's dive in and make your next trade show experience unforgettable!



PRE-SHOW: 6-9 Months Before the Show

Planning

> Set Objectives – specific, measurable metrics that align with business objectives:

- What are the main goals you want to achieve with your participation in this trade show? (e.g., generate leads, increase brand awareness, launch a new product, etc.)
- How will you measure the success of your booth? (e.g., number of leads collected, sales generated, social media engagement, etc.)

> Define Your Target Audience:

- Who are you trying to reach with your booth? (e.g., existing customers, potential customers, specific industry professionals, etc.)
- What are their needs, interests, and pain points?
- How does your product or service provide solutions for them? What should you highlight in your booth?

> Budget Allocation:

- Determine your total budget and allocate funds for booth space, exhibit design and fabrication, travel, registration, digital, AV, electricity, lead retrieval, marketing materials, promotion, giveaways, shipping, sponsorship, and off-site events, among other necessary expenses.

> Trade Show Selection:

- Research and choose shows that are relevant to your target audience and industry.
- Consider factors like show location, attendee demographics, and cost.

> Booth Reservation:

- Book your booth space early to secure the best location for high visibility and traffic flow.
- Secure a prime location near high traffic areas of the exhibit hall if possible. Early birds get the worm!

> Understand the Show:

- Make a note of the show's official contractors – these companies provide services at the trade show.
- Review the Exhibitor Guidelines and make note of deadlines, show requirements and critical dates.

> Assemble the Team:

- Choose your exhibit partner – a key evaluation is if you can source all your needs from one partner.
- Assign roles and responsibilities to your internal team.

EXPERT TIP



Work with an exhibit partner who provides show kit ordering, freight coordination, installation and dismantle (I&D), and asset management to streamline coordination and maximize budget.

Design & Logistics

Review Brand Messaging & Guidelines:

- What key messages do you want to communicate about your company, products, or services? Which one key message is most important?
- What is your brand personality (e.g., innovative, reliable, friendly)?
- What tone and voice do you want to use in your messaging?

Booth Design & Fabrication:

- Design a visually appealing and functional booth that reflects your brand and showcases your products/services.
- Are there any specific design elements, colors, fonts, or logos that must be used?
- Are there any existing brand assets that should be incorporated?
- Are there any restrictions or limitations to consider?
- Align the booth design and attendee journey with your objectives. Identify activities and in-booth experiences that support your objectives.
- Determine your exhibit structure: Will you rent, build, or use existing structures or a hybrid?
- Plan, prepare, and approve booth graphics.
- If you are reusing an existing booth, it's important that you pre-stage it prior to the show to ensure everything is show ready!

EXPERT TIP

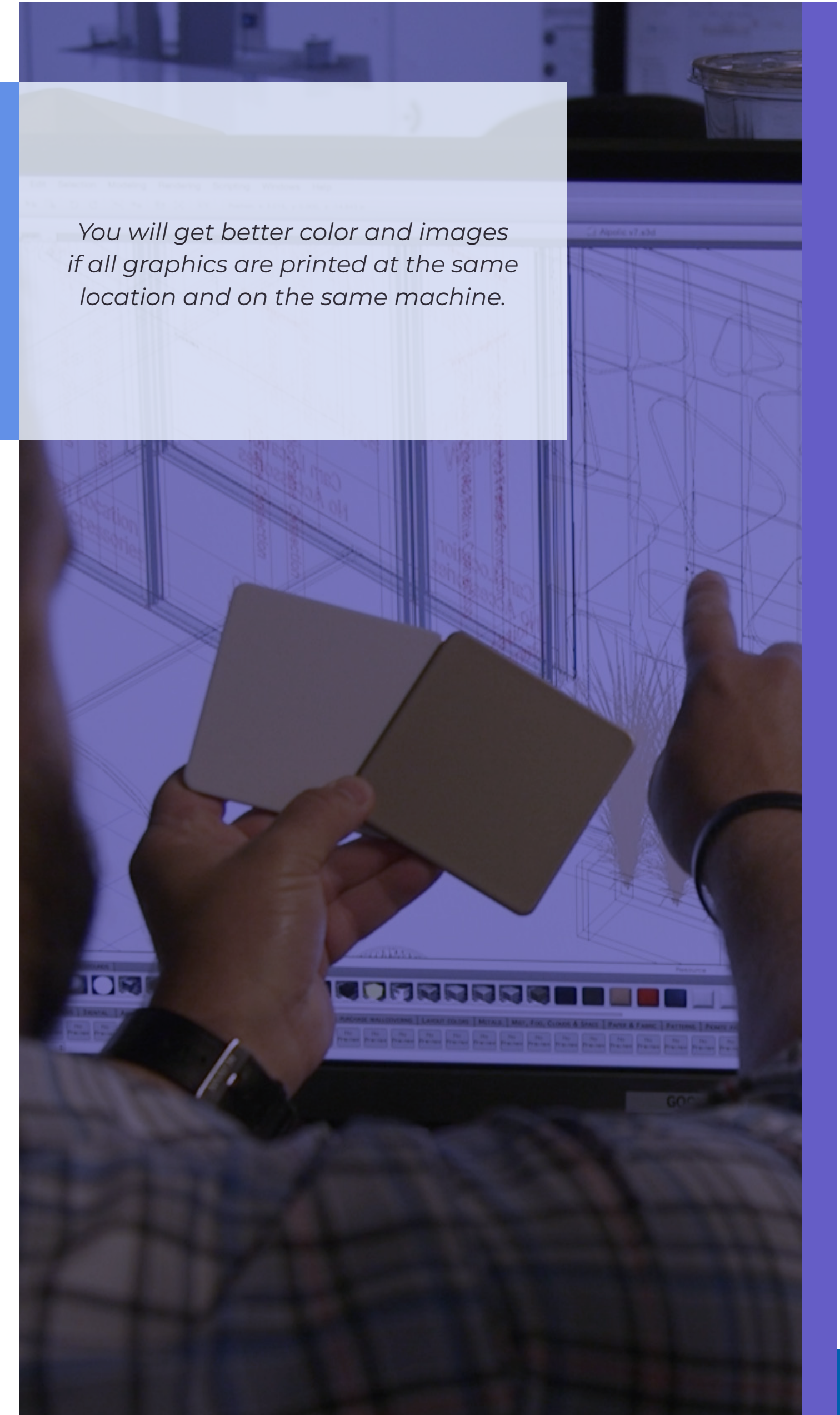
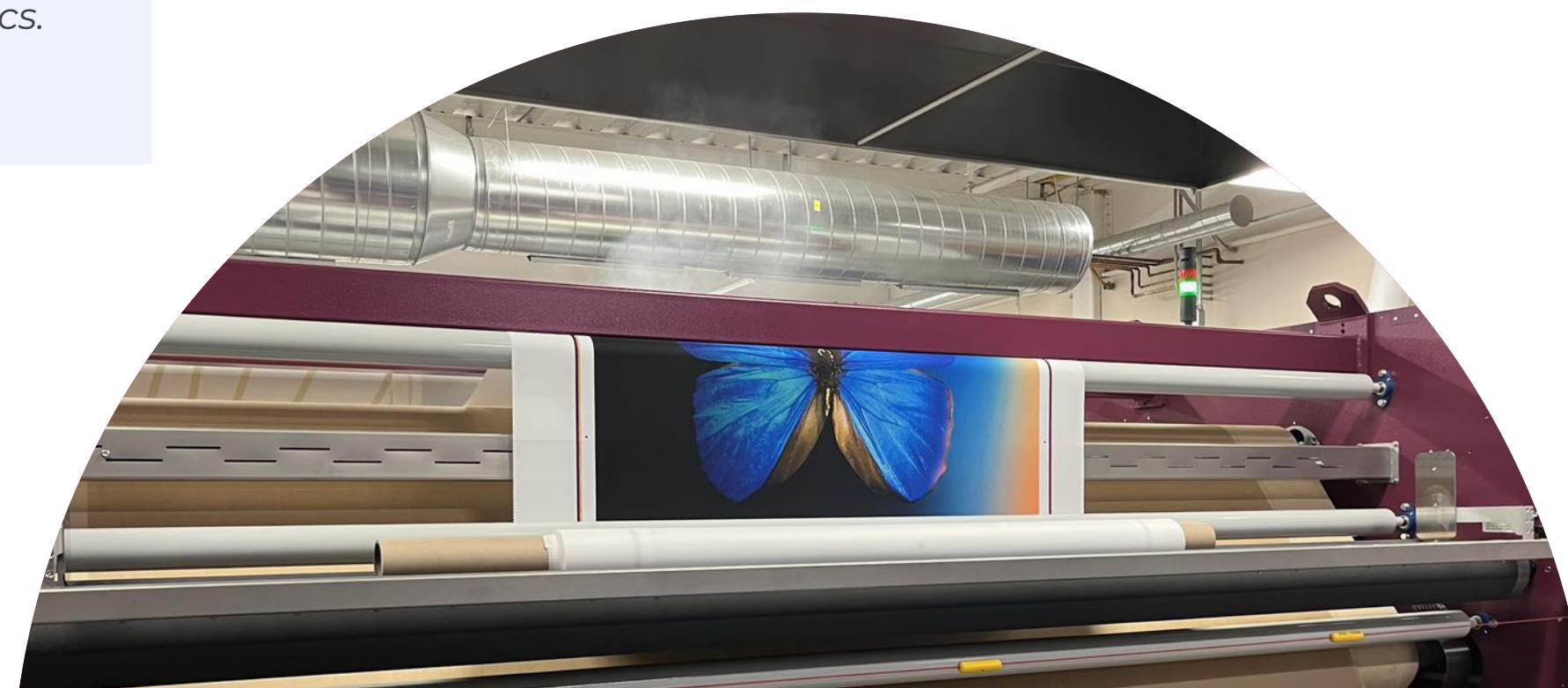


You will get better color and images if all graphics are printed at the same location and on the same machine.

EXPERT TIP



Choose an exhibit designer with a substantial inventory of custom modular systems for purchase or rental. Inquire about print quality and if printing is done at one location to get the most visually striking graphics.



Design & Logistics

Consider Immersive Digital Experiences:

- How can digital activations enhance the experience of your attendees in the booth?
- What type of content is needed to create engaging digital experiences for your attendees?
- Leverage digital technology to present content and messaging in a meaningful way and leave a lasting impression of your brand in the attendee's mind.



EXPERT TIP: *If possible, order your digital through your exhibit partner. It will help in identifying where your electricity needs to be installed and ensure it fits in your booth nicely.*

Ordering:

- Utilize your exhibit partner's ordering staff for their expert knowledge, efficiency, and cost savings.
- If you are ordering yourself, check the online ordering portal closely to ensure you have everything covered and meet all deadlines.
- Regardless of who orders, take advantage of discount deadlines.

Order Giveaways & Promotional Items:

- Select branded giveaways that are relevant to your audience, encourage booth traffic, and work with your attendee journey and brand messaging.

Test all equipment, event tech, and activations before the show opens:

- Establish a cadence on QA and testing for all technical and digital equipment along with the content created for them to render and display correctly at show site.
- If you're launching a new product or service at the event, confirm that it will be thoroughly tested and ready for its public debut at the show.

EXPERT TIP



Know your discount deadlines and complete your ordering by then to take advantage of discounts. To reduce costs, ship to the advance warehouse up to 30 days before exhibitor move-in.



Design & Logistics

> Pre-Show Staff Training:

- Train booth staff on products, brand messaging, lead generation techniques, digital tools, and effective communication skills.
- Review show priorities, goals, attendee journey, activations, lead qualification and schedule.

> Attire & Wearables:

- Design and order attire if your team will wear matching shirts or uniforms.
- If not, provide guidance on how to dress on the show floor.

> Travel & Accommodation:

- Book flights, hotels, and transportation for your booth staff well in advance, especially for popular trade shows.
- Pad arrival/departure times to allow for booth setup and teardown schedules.
- If your team is traveling internationally, ensure that all passports, visas, and other travel documents are ready in time.

EXPERT TIP



Hand pick the best booth staff – must be friendly, personable representations of your brand and willing to actively work the booth, qualify leads, and document conversations.

EXPERT TIP



Order a couple extra pieces of attire and wearables in case you need to switch out a size or add a new team member.



Design & Logistics

> Shipping:

- Choose an inbound/outbound shipping provider.
- Ensure that they have experience in trade shows.
- Confirm inbound shipping: any shipments sent from your facility to the event.
- Confirm outbound shipping: any shipments sent from the show back to your facility or on to the next show. These shipments usually require a material handling agreement.

> Pack Essential Supplies:

- Prepare a comprehensive list of essentials for the show, including extension cords, first-aid kit, and office supplies. Some items, such as power strips, are not allowed at certain shows.

> Confirm Your Event Registration:

- Finalize and confirm payment information with your vendors. If any vendors need to receive payment at the event, make sure the payment method (company check, credit card) is agreed upon and arranged well before the show. Many General Contractors no longer accept cash payment.
- Find out which of your competitors will be at the event.

> Prepare Pre-Show Shipment:

- Organize and ship booth materials, giveaways, and equipment to the trade show venue.

EXPERT TIP



When selecting an exhibiting partner, ask if they offer staging services. It's a great service when you have an expert team set up your booth prior to the show, perform maintenance and repairs, and help ensure your graphics are clean and ready to go!



Promotion & Communication



Don't neglect this crucial step! It is one of the most important tasks to complement your exhibit experience.

EXPERT TIP



- > **Preliminary Marketing & Promotion:**
 - Develop a pre-show marketing plan to generate interest in your booth (e.g., social media promotion and email campaigns).
- > **Pre-Show Email Campaign:**
 - Create targeted emails to existing customers and industry contacts promoting your presence at the show and inviting them to visit your booth.
 - Invite clients, prospects, and partners personally.
 - Contact targeted attendees and book meetings in advance.
- > **Social Media Promotion:**
 - Increase online presence with engaging social media posts about your participation in the trade show, including booth location and highlights.
- > **Press Releases & Media Outreach:**
 - Consider issuing press releases and contacting relevant media outlets to generate pre-show buzz.
- > **Business Partner Communications:**
 - Notify executives, sales, and key stakeholders about your event and communications efforts.
- > **Develop Marketing Materials:**
 - Create brochures, flyers, presentation decks, and promotional items tailored to your target audience.



AT THE SHOW

Trade Show Execution

> Upon Arrival:

- Before the show opens, check your booth space to ensure all shipments have arrived. If you are missing any shipments, stop by Exhibitor Services to confirm orders.

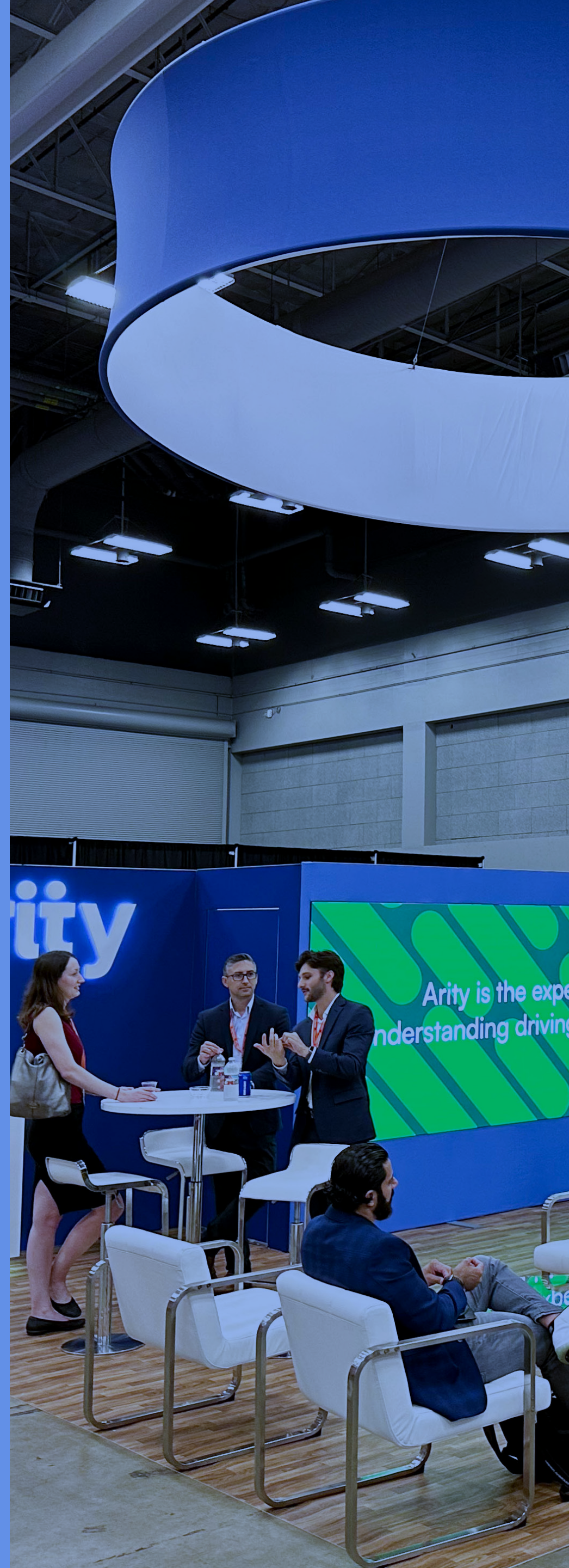
> Booth Setup:

- Designate a point person or exhibiting partner to oversee Installation and Dismantle (I&D).
- Arrive early at the trade show to ensure a smooth booth setup according to your design plan. Then, check in with the I&D team.
- If you are managing your own labor, check in at the service desk to ensure your work order is processed. While you're there, also confirm teardown labor.
- Test all equipment to make sure it is properly functioning BEFORE show opening.
- Remove all items from boxes and label all empty boxes and containers you'll need for teardown before they're taken to the warehouse. You will not have access to the empty boxes during the show.

> Engaging Booth Presentation:

- Create a welcoming and interactive booth environment to attract attendees and showcase your offerings.
- Ensure that the cleaning crew will clean your booth each night.

Trade Show Execution



> Lead Generation & Qualification:

- Set up your lead retrieval system with the parameters and fields that your staff will require to gather information from attendees (first name, last name, company, email address, etc.). Most of the retrieval systems will scan a QR code and migrate the information from the badge scan. Make sure to understand other fields that your team may want to capture separately, such as budget, specific needs, and more.
- Utilize your chosen lead retrieval system to capture lead information effectively and qualify leads during conversations.

> Lead Scoring:

- Meet with staff at the end of each day to discuss leads, provide additional information, and score leads.

> Professional & Enthusiastic Staff Interaction:

- Ensure your booth staff is knowledgeable, friendly, and adept at engaging with attendees and collecting leads.
- Keep your booth staff fed, hydrated, and happy. Trade shows are grueling, and your staff is your most important brand asset.

> Toast and celebrate!

- At the end of the show, celebrate your success.
- Breathe, you did it!



AFTER THE SHOW

Post-Show Logistics, Follow-up, and Evaluation

- > **Leads:**
 - Collect all final leads and any additional notes.
 - Promptly follow up with all captured leads through personalized emails or phone calls.

- > **Dismantle & Shipping:**
 - If you hired a vendor and I&D crew, let them know you are done!
 - If you supervise I&D yourself, stay to oversee tear down, packing, and shipping.
 - Complete a Material Handling Agreement (MHA) for all outbound shipments (each destination requires its own MHA) and return to the Exhibitor Service Center. Apply labels to every container and box you plan to ship.
 - Check with Exhibitor Services for final invoices.

- > **Data Analysis & Reporting:**
 - Digital solutions and activations will provide you with insights, data, and analytics that can be used to create dashboards and evaluate the success of your booth, including engagement levels, traffic, and other metrics to influence future exhibit planning.
 - Analyze your trade show results and evaluate success against key performance indicators.
 - Identify areas for improvement.

- > **Post-Show Debrief & Feedback:**
 - Conduct a debriefing meeting with your team to discuss the show's performance, gather feedback, and plan for future events.

- > **Post-Show Social Media:**
 - Share post-show content on social media.



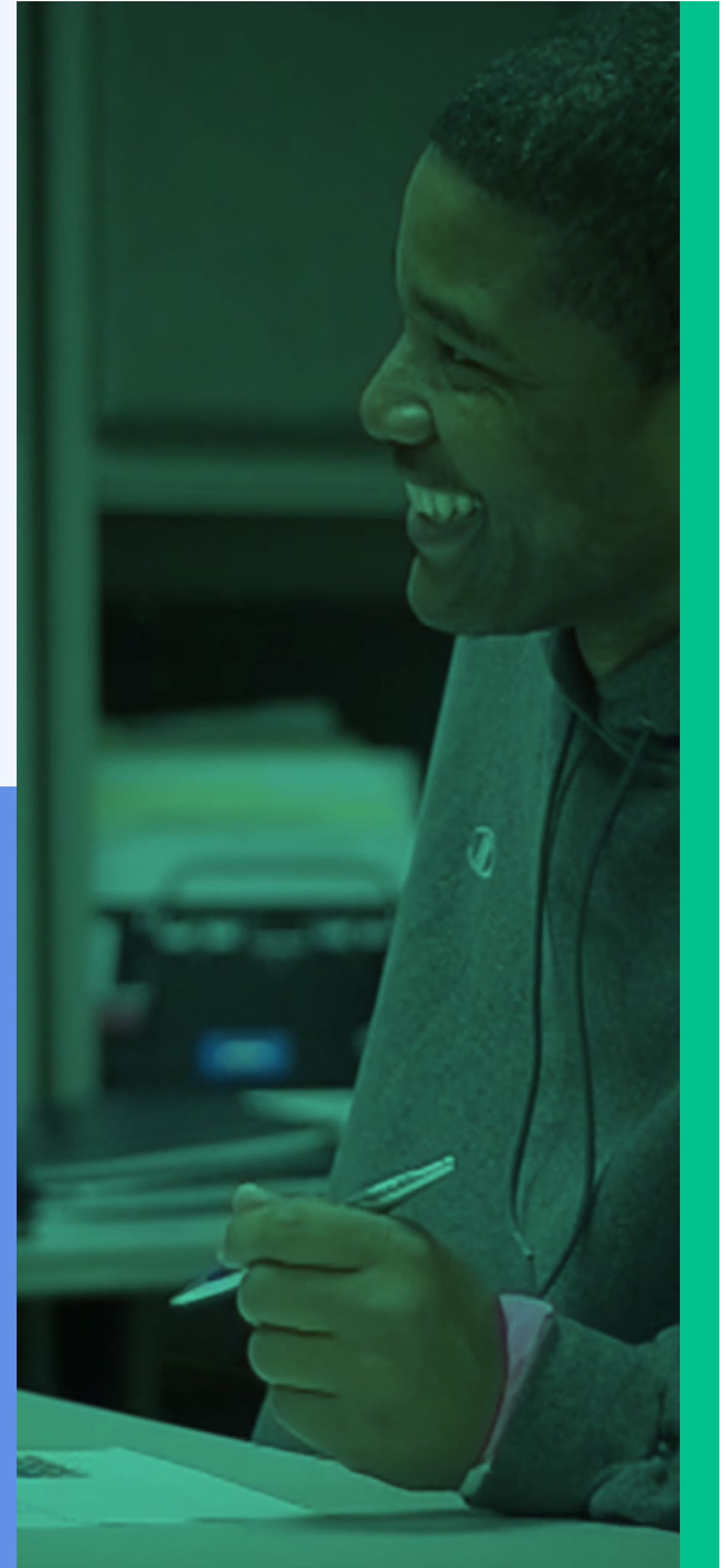
Who we are

Behind every successful exhibit is a team of specialists, designers, artists, fabricators, and logistical tacticians, all united in crafting a transformative experience that resonates with your audience. The truth is...you don't have to embark on this journey alone. Elevate your game with Skyline. We handle every facet, from visionary concepts to flawless execution, I&D, measurement, efficient shipping, and secure storage.

Contact Info

Visit skyline.com

Call us at: 1-800-328-2725



About Skyline

As the one source for all your exhibit needs, Skyline manufactures custom modular exhibits and offers a full range of services and digital solutions, providing you with everything necessary to create brand-elevating experiences. We create unforgettable exhibit experiences that engage attendees and drive business growth, managing the process from start to finish. We ensure that every interaction with your brand leaves a lasting impression, making a significant impact on your audience and achieving your business objectives.



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