

4 Steps to Planning a Successful Show

Step 1: Plan Ahead

1. Set Objectives

- What are your goals for the show?
- Set objectives you can measure
- Consider promoting your destination, launching a new tour product, generating leads, or hitting a sales goal



2. Develop Your Budget

- Consider these costs:
 - Booth space and design
 - Sponsorship Opportunities
 - Advertising/promo items
 - Staff travel & hotel
 - Show services (electrical, drayage, material handling)



3. Give Yourself Enough Time

- Build out a planning schedule
- Add 'Advanced Discount Deadline Dates' to your calendar
- Reduce stress and save money!



Step 2: Stay Informed

4. Confirm Show Operations Contact

- Make sure the right person is receiving our pre-show communications
- If you are not receiving our emails or to make a change, please contact us
- Whitelist success@travelshows.com and info@expoeventservices.com



5. READ the Exhibitor Manual

- It has everything you need to know!
 - Discount Dates
 - Union Regulations
 - Move-in/Move-out Procedures
 - Freight & Transportation
 - Rental Services
 - Labor Services



6. Utilize Our Resources

- Please **READ** all show-specific emails from customer success and the decorator
- Review the Exhibitor Services pages for show-specific info: [DALLAS](#) [ATLANTA](#) [SF/BAY](#)
- Visit the [Exhibitor Success Tools](#) for helpful resources and guides



Step 3: Optimize Your Experience

7. Take Advantage of Pre-Show Discounts

- For optimal savings:
 - Order in advance for discounts on pre-show services and drayage
 - Review the 'Advanced Discount Deadline Dates' for each show



8. Booth Design and Show Staff

- Attract attendees with:
 - Colorful pictures/pop-up banners
 - Videos from a monitor or laptop
- Your booth staff should be in sync with show goals and have:
 - Excellent knowledge of your destination/tour operation
 - Outstanding people skills and engaging to attendees
 - Exceptional sales instincts



9. Capture Your Leads

- Attendees will have QR codes printed on their tickets that you can scan straight from your phone to collect their contact info
- Access your leads through the Connected Marketplace and message them directly after the show!



Step 4: Maximize Your Presence

10. Sponsorship Opportunities

- Consider sponsorships to reach more attendees
- Review the [Sponsorship & Promotional Opportunities Kit](#)
- Contact your Sales Rep for more info!



11. Promote Your Booth Offerings for FREE

- Offering a show special or booth giveaway?
 - Fill out the [Promo Offers Form](#) to send us your offers
 - Submit for your offers to appear on the website and in the printed show guide!



12. Spread the Word

- Promote your show presence and invite your key customers utilizing:
 - Company website
 - Social Media
 - Direct Mailings
 - Emails/Newsletters
 - Press Kit

