

# Envisage Exhibition Essentials



We know there's a lot to think about once you've made the decision to exhibit at a show. Planning ahead means that you'll get the most out of exhibiting, so use our Exhibition Essentials Checklist to make sure that nothing gets forgotten.

	Deadline	Ordered / Ready
<b>Display stand elements</b> Posters Roller banner/Pull-up Pop-up Literature racks		
Lighting		
Audio-visual equipment		
Furniture		
Stand electrics		
Staff - Do you need extra experienced, professional temporary staff?		
<b>Promotional literature</b> Brochures Fliers Postcards Leaflets		
<b>Branded stationary</b> Enquiry pads Note pads Pens Business cards		
<b>Prize draw</b> Entry forms (postcard format works well and can be left on tables in cafes at the exhibition venue, don't forget to include your stand number) Posters to promote		

t: 0844 800 0071  
 e: [info@envisagepromotions.co.uk](mailto:info@envisagepromotions.co.uk)  
 w: [envisagepromotions.co.uk](http://envisagepromotions.co.uk)



<p><b>Online activity</b></p> <p>Link to show website</p> <p>Links to show via social media</p> <p>Social media updates about exhibiting (with stand number)</p> <p>Online promotion of show prize draw (if running)</p>		
<p><b>PR</b></p> <p>Communicate special show offers/competitions to organisers PR team</p>		
<p><b>Direct marketing</b></p> <p>Mail to database highlighting presence at show (include your stand number)</p> <p>Emails to database in lead-up to show highlighting presence, offers, competitions etc. (with stand number)</p>		
<p>Approach the organisers about running a seminar or giving a presentation as part of the show's programme</p>		
<p>Order promotional giveaways – make them relevant, useful and ensure that they reflect your brand values</p>		
<p>Plan your exhibition “uniform” (i.e. branded clothing, similar colours) + comfortable shoes</p>		
<p>Set up meetings in advance with key clients, potential customers, the press etc.</p>		
<p>Practice putting up your stand before you get to the show</p>		
<p><b>Pack an Exhibition Essentials box with</b></p> <p>Marker Pen</p> <p>Sticky tape</p> <p>Double-sided tape</p> <p>Post-it notes</p> <p>Elastic bands</p> <p>Stapler</p> <p>Paper clips</p> <p>Highlighters</p> <p>Plastic wallets</p> <p>Scissors</p> <p>Paracetamol &amp; Ibuprofen</p> <p>Plasters</p> <p>First Aid kit</p> <p>Mints</p> <p>Bottled water</p> <p>Energy bars</p> <p>Tissues</p>		
<p>Book travel to the show and think about transporting your stand literature, display etc.</p>		

t: 0844 800 0071

e: [info@envisagepromotions.co.uk](mailto:info@envisagepromotions.co.uk)

w: [envisagepromotions.co.uk](http://envisagepromotions.co.uk)

