The Potted Guide to Exhibiting

Covering the basics at every stage: This is a tasty one-pager which wraps up key activity throughout the entire exhibiting cycle



EXPERIENCE THE POWER OF LIVE EVENTS **Before** the event After the event Promote through email and social media to push stand visibility. Promote through email and social media to connect and build relationships. 1 week 0 N W N N W 0 week Weeks Weeks months Mo WOOKS **≶ 0** months 30 months months で 大 S nths nths to വ ifte $(\bigcirc$ വ fter Ite. (() 90 **SHOW** TIME! **!**= FINALISE SAFE OR **REHEARSAL SUMS TIME MEASURE** SHOW SET **STAND** HOT, WARM **OBJECTIVES** TIME OR COLD ROI/ROO **REVIEW** Make them PLAN SUCCESS

Monthly Milestones Weekly Wish Lists Weekly Wish Lists Monthly Milestones