



Checklist for a successful show



In order to make the most of a trade show, it's important to take some structured preparatory steps. This checklist will help you as a guide for planning, implementing and following up on your show participation. Other preparations, such as the selection and transport of your exhibit items, are not included here; that's different for every exhibitor.

● Before the show

My Easyfairs

- Activate your account (create your own password)
- Download from the website the My Easyfairs, Marketing and Technical handbooks, as well as the Technical Guidelines
- Create an ideal online presence by setting up the entries for your online catalogue
- Check the stand name and make corrections if necessary (this name is lettered onto your stand as well as being used in all print and online communications)
- Upload your company logo
- Order invitation tickets, show stickers and any additional parking vouchers, etc., that you might need
- Order any additional furnishings or electricity/compressed air
- Register your stand personnel
- Arrange for a freight forwarder (optional)




Communications

- Have Easyfairs Switzerland send guest invitations and entrance tickets to your customers
- Send personal registration links to potential visitors (by email, linked to a show logo or banner, etc.) – see the My Easyfairs handbook
- Download show logos and banners from the show website (Exhibitors / logo / downloads) and link to your company website
- Use the Easyfairs show logos in your correspondence with customers and business partners






Miscellaneous

- Submit your stand sketch (see Technical handbook)
- Train and instruct your stand staff
- Book a sponsoring package, if desired (optional)
- Book your overnight accommodations

Once at the show

-  Check your stand: are all the furnishings, signage and technical connections OK?
-  Pick up your exhibitor badges and additional information at the exhibition management booth
-  Put your information into your reserved press box in the press corner (optional)

After the show

-  Check over the rebooking option and reserve your stand for 2019
-  Fill out the exhibitor survey
-  Export from My Easyfairs your visitor statistics and the visitor contact details collected through your registration link
-  Check whether you reached your show goals and see what can be optimised for 2019
-  Evaluate your show contacts; send them thanks and informative documents