

# THE ULTIMATE EXHIBITION PR CHECKLIST

## MAXIMISE YOUR INVESTMENT



Exhibitions are a great way to connect with existing customers, gain new business and learn about new trends. But they're also expensive, time consuming and hard work. And many companies miss real opportunities by not following some simple steps.

At Tigerfish PR we've been involved with over 70 trade shows/exhibitions and here are our top tips to help you get real value from your INVESTMENT in time and money.

## WHERE WILL YOU EXHIBIT?



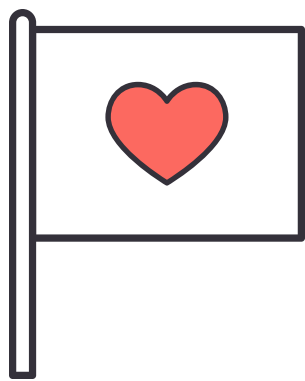
- ☐ Don't just focus on the exhibitions in your sector - find out where your customers exhibit.
- ☐ Some of the best exhibitions are the very small, bespoke ones. Speak to the journalists in the trade magazines that your customers read to find out about them.
- ☐ Always walk a show before exhibiting. How have previous year's exhibitors found it?

## JUST AFTER YOU BOOK



- ☐ Read exhibitor's manual. Yes, they are long often dry documents, but you're spending a massive chunk of your marketing budget on them, so it's well worth it.
- ☐ Fill in your catalogue entry online. Make sure you upload your logo, and details of your products. Highlight any new products that you're taking. Include images if you can.
- ☐ Put information about the show on your website - in 'news' section and on your web banner.
- ☐ Check you have all your literature, business cards, promotional items, exhibition graphics etc

## 3 MONTHS BEFORE THE SHOW



- ☐ Send editorial about what you're exhibiting (emails of the magazines covering the show will be listed in the manual).
- ☐ Invite ALL your customers - send out a printed invitation through the post
- ☐ Change your email footer to include show details  
If you have dispatch notes, add a sticker (or amend your software)
- ☐ Decide on a stand attractor and organise it  
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## 2 WEEKS BEFORE...



- ☐ Email all customers with an invite to the show
- ☐ Invite journalists to come onto your stand - and if possible, set a time
- ☐ Check with organisers to see if they want press packs...
- ☐ Put info about show on all your social media. Follow show Hashtags #. Engage with other exhibitors.
- ☐ Create a promo video to attract visitors and use it across all your social media channels including LinkedIn



## ONE WEEK BEFORE...

- ☐ Phone key customers to see if they will be attending
- ☐ Check you have all your literature, business cards, promotional items, exhibition graphics etc
- ☐ Prepare a 'trade stand kit' which should include: extra pens, exhibition lead forms, stapler (to attach business card to notes), Blutac, scissors, dusting cloth, plasters
- ☐ Decide what KPIs you will put in place to judge how successful the show will be for you



## AT THE SHOW... PART ONE

- ☐ Walk the show - meet your neighbours. You never know what business might be transferred
- ☐ Brief your team on how you would like them to engage. Be specific about what is good practice.
- ☐ Let everyone know who the expected visitors are
- ☐ Put press packs into the press office (if there is one)
- ☐ Use the show to make a short demo or two of your product ranges.



## AT THE SHOW... PART TWO

- ☐ Take formal and 'behind the scenes' photos for use on social media
- ☐ Tweet from the show, using the hashtag.
- ☐ Capture all names/ emails of people coming onto your stand -ensure it is GDPR compliant
- ☐ Ensure your giveaways/competition/ challenge is prominently displayed.



## IMMEDIATELY AFTERWARDS

- ☐ Email everyone who attended with a personalised email. The more specific to them you can make it, the better.
- ☐ Review what went well, what could be done better. Keep this in your file for the next show
- ☐ If you had a competition on the stand, email out details of the winner
- ☐ Follow up with the journalists you met - and send out a show review to them.



## ONE OR TWO WEEKS LATER

- ☐ Sit down with your team and review what went well, and what could be done better
- ☐ Write down a check list for next time, so it's not forgotten
- ☐ Start planning for next year!

**Book your  
"Extraordinary Exhibition Strategy Session" NOW!**

After this session you will have:

- Clarity on the best Exhibition PR Strategy for your organisation
- Uncovered Hidden Challenges preventing you getting a great Return on Investment from your exhibition spend
- Pinpointed your top Action Steps to Raise Your Profile, Achieve Media Coverage & Attract Qualified Leads

**Book Now!**

Find more information and tips on exhibitions on our [www.tigerfishpr.co.uk](http://www.tigerfishpr.co.uk) or book an 'exhibition discovery call' by emailing [hello@tigerfishpr.co.uk](mailto:hello@tigerfishpr.co.uk)