

APEX.CO.UK

Tradeshaw Checklist

FOR EXHIBITORS



INTRODUCTION

If you want to make a big impact and put the competition in the shade, you'll need an exhibition stand that has the elusive wow factor. But how can you make sure that poor planning doesn't let you down on the day?

Brought to you from the experts at Apex, our handy checklist ensures your tradeshow presence is maximised.

IN THIS GUIDE

- **Deciding on a scheme.** Make sure the system you choose works for your business
- **Putting the basics in place.** Ensure your stand has everything it needs to succeed
- **Whistles and bells.** Add some magic to ensure your stand is a winner
- **Energy savings.** Introduce green initiatives that help your stand to work more efficiently
- **Promotion.** Attract and retain visitors ahead of your competitors
- **Lead capture.** Capitalise on your exhibition presence, long after the show is over.

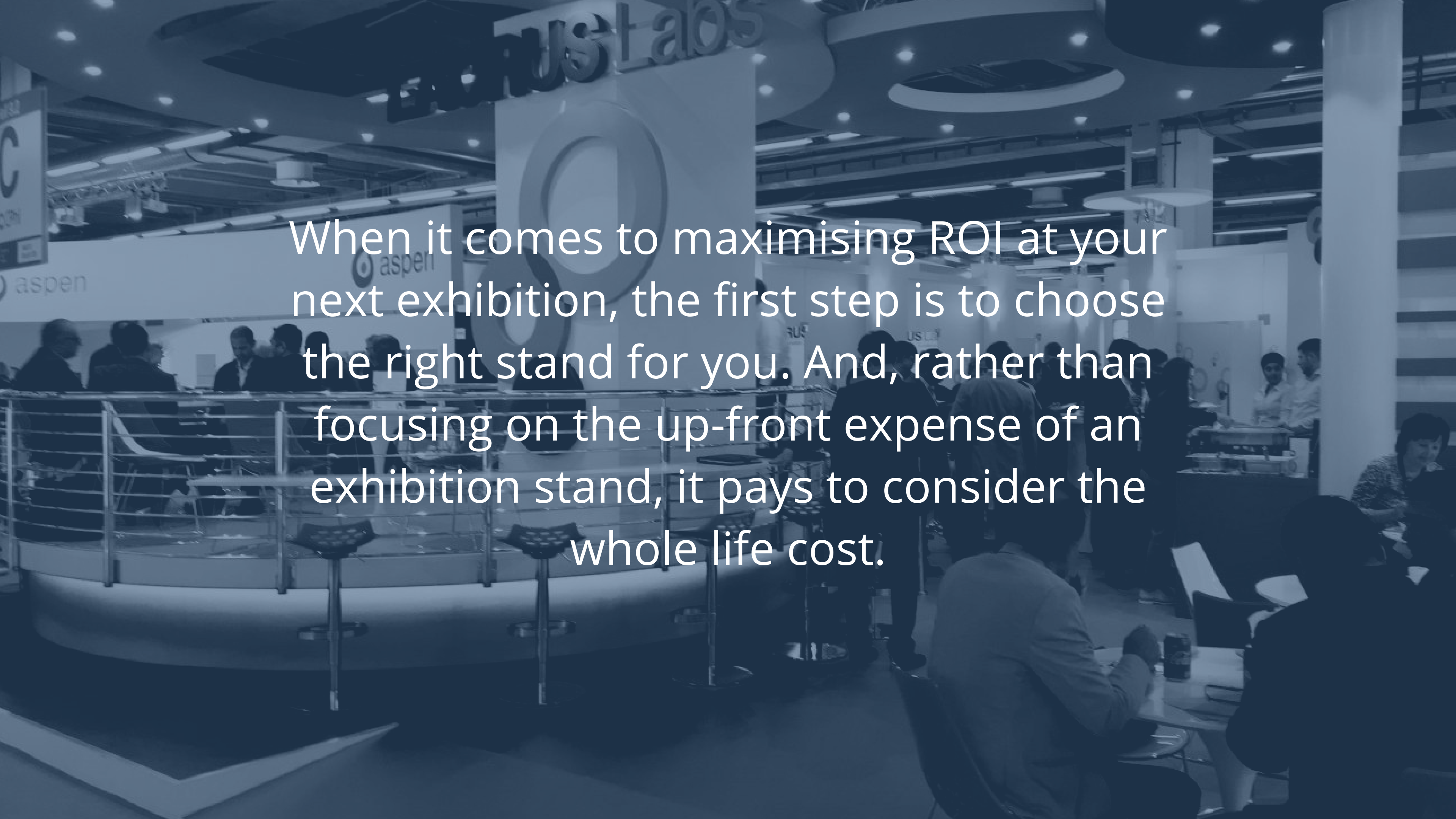


1. DECIDING ON A SCHEME

Exhibitions and trade shows remain a powerful way to showcase your brand and the products/services you offer. But it is vital to have an exhibition stand that works.

Not only will the wrong display fail to attract visitors, but it can also jeopardise your hard-earned brand reputation. However, while creating the best stand possible is key, cost remains a genuine concern.

With a clever exhibition stand design team behind you – and an awareness of what it takes to achieve a successful exhibition experience - it is possible to stand out, even without a huge budget. In fact, with an exhibition stand from Apex, you can achieve an eye-catching stand at a price that won't break the bank.



When it comes to maximising ROI at your next exhibition, the first step is to choose the right stand for you. And, rather than focusing on the up-front expense of an exhibition stand, it pays to consider the whole life cost.

PROS & CONS

CUSTOM-BUILT

Find out more about custom-built stands

PROS

- Grabs attention
- Completely unique
- Designed to meet complex or specific requirements
- Designed specifically around your products and services
- Can achieve significant ROI

CONS

- Higher upfront cost
- Can be difficult (but not impossible) to reconfigure for different spaces

MODULAR

Find out more about modular stands

PROS

- Grabs attention
- Modern components allow for design creativity
- Can adapt and re-configure for many different shows and hall spaces
- Save on multiple exhibitions, without sacrificing visual impact or visitor appeal
- Lower up-front cost than custom build stand
- Easier to store than custom build stand
- Excellent value for money over time
- Available for purchase or hire

CONS

- More design constraints than with a custom built stand

SELF-BUILD

Find out more about self-build stands

PROS

- Lowest cost option
- Easy to reuse at different shows and spaces
- Highly portable
- Can be designed to look unique
- Easy to store
- Easy to setup (no professional help required).

CONS

- More design constraints than other options

CHECKLIST

Things to consider

- Establish your budget.
- Figure out what you need to achieve ROI. To do this, set out how much the exhibition is costing you to attend, and attach a monetary value to each new customer/lead. Doing this will help you see the tangible value of your exhibitions (and help you decide whether to reinvest in the show next year).
- Set out what you want to achieve; be that raising brand awareness, networking, showcasing a new product, or making sales.
- Establish what you want customers to know about you? Consider not only what you sell, but also the end benefits and your Unique Selling Point (USP).
- Establish who your customers are. A properly defined audience is crucial to getting the right message, in front of the right person, in the right way.
- Agree whether you need a shell scheme or space only stand.
- Decide whether you need a custom built exhibition stand. [Find out more.](#)
- Decide whether you need a stand that can be adapted and re-configured for different shows and hall spaces. [Find out more.](#)
- Choose an [exhibition stand design and build company.](#)

CHECKLIST

Anything else to add?

ADD ANY NOTES HERE:

2. PUTTING THE BASICS IN PLACE

Exhibiting isn't just about what happens on the day. There is an immense effort that goes into preparing for tradeshow.

CHECKLIST

Things to consider

- Have you agreed a production schedule with your exhibition stand company including submission deadlines?
- Have you or your contractor submitted plans and H&S documents?
- Have you sent in name panel and marketing profile info?
- Have you ordered the printed graphics necessary to dress your stand?
- Do you have all the AV equipment ordered and tested?
- Have you discussed when your exhibition stand supplier will set up the stand for you and a handover time?
- Have you arranged storage for your stand (before and after the show)?
- Have you confirmed that electrics and internet will be in place if needed?
- Have you arranged accommodation (where necessary) for everyone attending the exhibition?
- Have you arranged a rota including breaks for your booth staff?
- Have you arranged travel and parking for everyone attending the exhibition?
- Have you arranged time for setup and dismantling (and confirmed with the venue)?
- Have you arranged suitable access for setup and dismantling?
- Do you have adequate Exhibitor Insurance in place?

In addition to all this, there are also some bits and bobs it pays to have with you on the day...

CHECKLIST

Things to take with you*

- Cleaning equipment (e.g. vacuum, sprays etc.).
- A multi-tool and screwdriver
- Double sided tape
- Hi-vis jacket and steel toe-capped footwear (PPE)
- Velcro
- Noticeboard and mirror for the storeroom
- Notepad and pens
- Scissors

- First Aid Box and paracetamol
- Stapler and staples
- Bottles of water and quick snacks

There's a lot of back office organisation behind getting your stand looking its best in the hall on the day, and Apex can expertly manage all of it on your behalf.

CHECKLIST

Anything else to add?

ADD ANY NOTES HERE:

3. WHISTLES AND BELLS

All too often, companies think that simply showing up with a good looking stand and waiting for people to come to them is all it takes. And that's why some exhibitors fail. To stand out from the crowd, your exhibition stand has to reach out and appeal to attendees in new and absorbing ways.

When it comes to creating a winning show presence, integrating technology into your next exhibition stand design could provide that much-needed return on investment. And, there is an abundance of technology available to help you achieve your objectives.

Virtual Reality

Here are some examples of tried and tested 'booth boosters', as well as some non-tech options to help you increase engagement. Once you know what you'd like, we've also provided a handy way to list the cost of each option so you can make a final decision on where best to add value.

CHECKLIST

Things to consider

	Want?	Cost?	Yes/No?		Want?	Cost?	Yes/No?
Innovative Textures & Materials	<input type="checkbox"/>	<input type="checkbox"/>	RFID (radio-frequency identification) technology. Find out more	<input type="checkbox"/>	<input type="checkbox"/>
iPads	<input type="checkbox"/>	<input type="checkbox"/>	Apps	<input type="checkbox"/>	<input type="checkbox"/>
Augmented Reality/Virtual Reality	<input type="checkbox"/>	<input type="checkbox"/>	Delegate opinion survey	<input type="checkbox"/>	<input type="checkbox"/>
Touch screen data capture (GDPR compliant)	<input type="checkbox"/>	<input type="checkbox"/>	Photo walls	<input type="checkbox"/>	<input type="checkbox"/>
Holograms	<input type="checkbox"/>	<input type="checkbox"/>	Object recognition tables	<input type="checkbox"/>	<input type="checkbox"/>
Facial recognition software, bio-metrics, and sentiment analysis	<input type="checkbox"/>	<input type="checkbox"/>	Touchscreen photo booths	<input type="checkbox"/>	<input type="checkbox"/>
Games & competitions	<input type="checkbox"/>	<input type="checkbox"/>	Interactive digital signage	<input type="checkbox"/>	<input type="checkbox"/>
Robotics	<input type="checkbox"/>	<input type="checkbox"/>	Impactful graphic displays, signage and ceiling hung graphics	<input type="checkbox"/>	<input type="checkbox"/>
Audience participation tools (e.g. live share content, interactive Q&A, crowd-sourced content etc.)	<input type="checkbox"/>	<input type="checkbox"/>	Break out areas (using clever seating to encourage people to strike up conversations)	<input type="checkbox"/>	<input type="checkbox"/>
Digital Literature and Information Download System	<input type="checkbox"/>	<input type="checkbox"/>	Mobile phone/laptop charging stations	<input type="checkbox"/>	<input type="checkbox"/>
Proximity-based technology	<input type="checkbox"/>	<input type="checkbox"/>	Food & Drink	<input type="checkbox"/>	<input type="checkbox"/>
Integrated social media	<input type="checkbox"/>	<input type="checkbox"/>				
Data and advanced event marketing automation. Find out more	<input type="checkbox"/>	<input type="checkbox"/>				

CHECKLIST

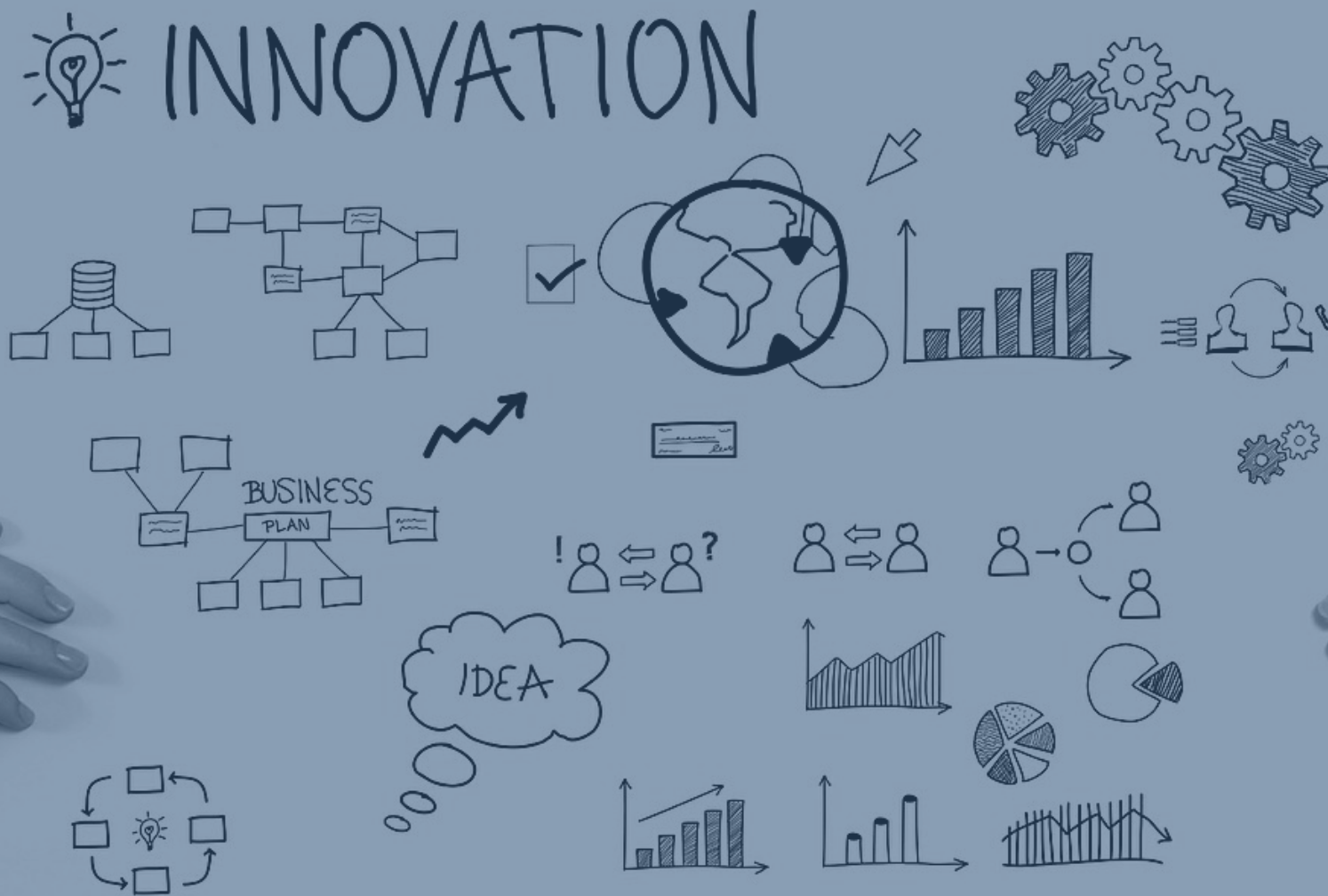
Anything else to add?

ADD ANY NOTES HERE:

THREE STEPS TO EXHIBITION SUCCESS.

While tech can help exhibitors to provide compelling, multi-sensory experiences for attendees, at Apex we never make our designs reliant on technology alone. In fact, while it is always available as an option, our core stand design still works - even if your budget doesn't stretch to every gadget and bit of software.

We can do this because of our innovative three-step approach to designing every exhibition stand.



OUR APPROACH

STEP ONE

Before we do anything, we make sure you understand why you're attending a particular exhibition in the first place. While historically businesses would often exhibit just because their competitors were doing so, today reduced budgets and the need to demonstrate ROI mean you have to take the time to figure out what success looks like to you. If you're not sure what your objectives are, or what your customers want, we can work with you to figure this out.

STEP TWO

No matter how good your products/services are, your exhibition presence won't be a success if you don't talk to anyone. So, your stand must grab attention and stop people in their tracks. At Apex, we help you make the most of your booth by using colour, signage, and lights to deliver maximum visual impact, attract the eye, and draw attendees to you.

STEP THREE

There is no point in getting people to your exhibition stand if there's no incentive for them to talk to you once there. So, no matter how good your display looks, all your effort could go to waste if it's not a catalyst for conversations. So, we make sure that your stand not only looks fantastic, but that it also incentivises visitors to engage with your team.



Find out more

About our winning three-step process.

4. ENERGY SAVINGS

Before the financial crisis, sustainability was a hot topic in the boardroom and the conference hall. However, as the recession hit, some event teams declared environmental concerns deprioritised, as slashed budgets left them in no position to absorb the costs of going green.

But, while the downturn was predicted to sound the death knell for corporate social responsibility, in reality, it unwittingly accelerated it; as pressure to cut costs resulted in greater operational efficiencies. Today, with the UK's economic growth steady but slow, it's likely that green initiatives will endure as businesses continue to look at how to work more efficiently. Being eco-friendly makes good business sense.

Here are a few simple steps, to help your business reduce its impact on the environment when it comes to exhibitions and tradeshow.

CHECKLIST

Things to consider

- Plan ahead and try and cover everything you need in as few visits as possible.
- Where possible, send all your event materials together to cut down on packaging and the impact of shipping things by multiple vehicles.
- Use software designed to eradicate printed marketing at exhibitions by sharing files and documents digitally. At Apex we use an award-winning Digital Literature System.
- Where you do have to create hard copies, use double-sided printing wherever possible or create reusable formats that aren't event specific.
- Consider Screens (digital signage) instead of printed panels.
- Consider creating easily transportable and reusable display materials that are easy to set up, reconfigure, take down, store and transport.
- Use aluminium hardware that can eventually be recycled.
- If you need to supply pens, paper, bags etc. ensure these are recyclable.
- Supply giveaways that won't get thrown away. Not only is that bad for the environment, but it will reflect badly on your business if your brand name is all anyone can see in the bin!
[Check out these five alternative giveaways for your next exhibition.](#)
- Create a waste management plan that outlines the roles and responsibilities of everyone involved.
- Arrange to collect all the leftover materials from the event and reuse what you can.

CHECKLIST

Anything else to add?

ADD ANY NOTES HERE:

5. PROMOTION

Having a great looking stand is an essential step to exhibition success. But successful exhibiting is about more than just aesthetics. You also have to attract and retain visitors ahead of your competitors.

CHECKLIST

Things to consider

- Use the event hashtag on social media to promote your presence.
- Use images, videos, and testimonials from previous events to demonstrate what people can expect at your stand (and tag these accordingly).
- Create bespoke content and encourage attendees to share it.
- Promote competitions before the tradeshow that give people the chance to win on the day. [Find out how we did this for one of our clients.](#)
- Make sure you complete the show exhibitor profile.
- Send a (GDPR) complaint email to your contact list to let them know you will be attending the show.
- Consider using branded clothing to boost your brand presence on the day.
- Consider using hosts to drum up footfall and boost your brand presence on the day.
- Promote exclusive offers that give people the chance at the show (and promote this in advance).

CHECKLIST

Anything else to add?

ADD ANY NOTES HERE:

6. LEAD CAPTURE

Today technology exists that captures leads and integrates them into your CRM systems. So sales teams can stop worrying about the hard sell and focus on generating beneficial conversations with more prospects.

CHECKLIST

Things to consider

- Make sure you have plenty of business cards with you on the day.
- Deploy lead capture technology/software.
- Provide the means for people to share their data quickly and easily.
- Make sure that all the data you capture is done in line with the requirements of GDPR (data protection legislation).

CHECKLIST

Anything else to add?

ADD ANY NOTES HERE:

THE GENERAL DATA PROTECTION REGULATION

The events and exhibitions industry rely on the sharing and manipulation of data. This includes information such as visitor data, subscriber lists, etc. But, to avoid hefty fines, under GDPR the way we collect, store, and share and use this information must be 100% compliant with new data protection rules.

Points to note:

- Under the GDPR, it's not illegal to send marketing emails to contacts; but you do need their permission to do this
- Companies that are still using Excel spreadsheets to store information - or even antiquated CRM software - could be in big trouble
- Quality event software won't just help you meet your data protection obligations, it could also add a new dimension to your exhibition marketing

The GDPR is forcing us all to look after the personal information we hold with much more care. [Find out more about how you can legally use data to enhance and focus your marketing activities at your next tradeshow](#), and beyond.

ABOUT APEX

At Apex, as well as creating eye-catching exhibition stands, we also keep you compliant, remove the stress, boost footfall and make your tradeshows a success.

With over 30 years' experience in events and exhibitions, our philosophy is based on exceptional service, expertise and innovative solutions.

We know the journey towards a successful exhibition is seldom straightforward, often stressful, and usually challenging. Our team of account managers, creative designers, organisers and project managers are there to support you and your team from the initial design and development phase to organisation, build, final on-site delivery, and beyond.

We also help you to win customers and give you a return on your investment, whatever your budget.

We are full members of ESSA (Event Supplier & Services Association), your guarantee of quality, reliability and professional standards.

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Kiddy

Our Supermodels
Perfect safety from 0 up to 12 years.

Find out more

GIVE US A CALL ON + 44 (0)1625 429370 TO DISCUSS YOUR REQUIREMENTS IN MORE DEPTH.

