

how do i make an **EXHIBITION CHECKLIST?**



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how do i make an exhibition checklist?



Planning an exhibition can be a daunting task and if you haven't exhibited before, you may be unsure where to start. Our guide to exhibiting breaks down each stage. To make life easier, we have also included a free budget planner so you can track your exhibition stand costs from start to finish. You will also find other useful links throughout the guide.

An exhibition can be a big investment and there are hundreds of [events and exhibitions](#) across the UK each year. It's essential you do your research ahead of time. Ensure the exhibition you are looking to exhibit at is right for your brand and that your target audience will be in attendance.



contents



Types of exhibition stands you can rent

Creative ideas for exhibition stands

Promotional material

Transportation costs

Accommodation costs

Staffing your event

Marketing

A guide to exhibiting would not be complete without a contingency budget!



types of exhibition spaces you can rent

Familiarise yourself with the different types of exhibition stand spaces you can rent. There are essentially 3 types: Space only, Island or Shell Scheme.

What is 'Space only?' exhibition space?

'Space only' refers to the rental of floor space in a variety of dimensions. It is literally 'Space only' – no power, lighting or carpet will come with it. This option is for exhibitors who plan to exhibit with a [custom](#) or [modular exhibition stand](#).

Is that different to an Island exhibition stand space?

The Island stand is space only and has aisles on all sides – it is literally an island! These are the largest, least restricted, and showiest stands in the exhibition hall. This option will suit a company who needs to create the wow factor and has the budget to match.



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What is a Shell Scheme exhibition stand?

A basic modular system, erected by the exhibition hall, Shell Schemes are the most common type of stand and ideal if you are exhibiting on a budget.

Shell scheme exhibition stands are offered in 1 meter breaks, enabling you to book a size that suits you. The space will be pre-configured by the organiser to have one, two or three open sides.

Shell Schemes are suited to exhibitors who are new to exhibiting, trying an exhibition out or working to a budget. With the help of a creative team, a shell scheme can be transformed into a show-stopping stand ready to attract the right visitors.

In your booking form, you are likely to be offered packages for lighting and power. We would recommend liaising with your exhibition designers to ensure you secure what you will need.

For more ideas and information, see our blog about how to make the most of a small exhibition stand: motiveexhibitions.co.uk/make-your-small-exhibition-stand/





creative ideas for exhibition stands

Once you have booked your exhibition stand space, you will need to focus on the creative ideas and graphics. You should consider how you want to portray your brand to your audience and the experience you would like to have.

We would recommend engaging with an exhibition design company. Firstly, they have the knowledge and skills to turn your space into something special and will share ideas from their extensive experience. Most importantly, they will guide you through the process from initial idea to installation, without worry or costly mistakes. They may also recommend you [rent your exhibition stand](#) rather than buy it or give guidance on how you can make your exhibition stand more sustainable.

Download our guide [how to write a brief for an exhibition company](#)

If you have an internal design team and plan to rent a Shell Scheme, you may find these articles useful:

[making the most out of exhibiting in trade shows](#)

[how to make the most of your small exhibition stand](#)

[10 things to make your exhibition stand more sustainable](#)

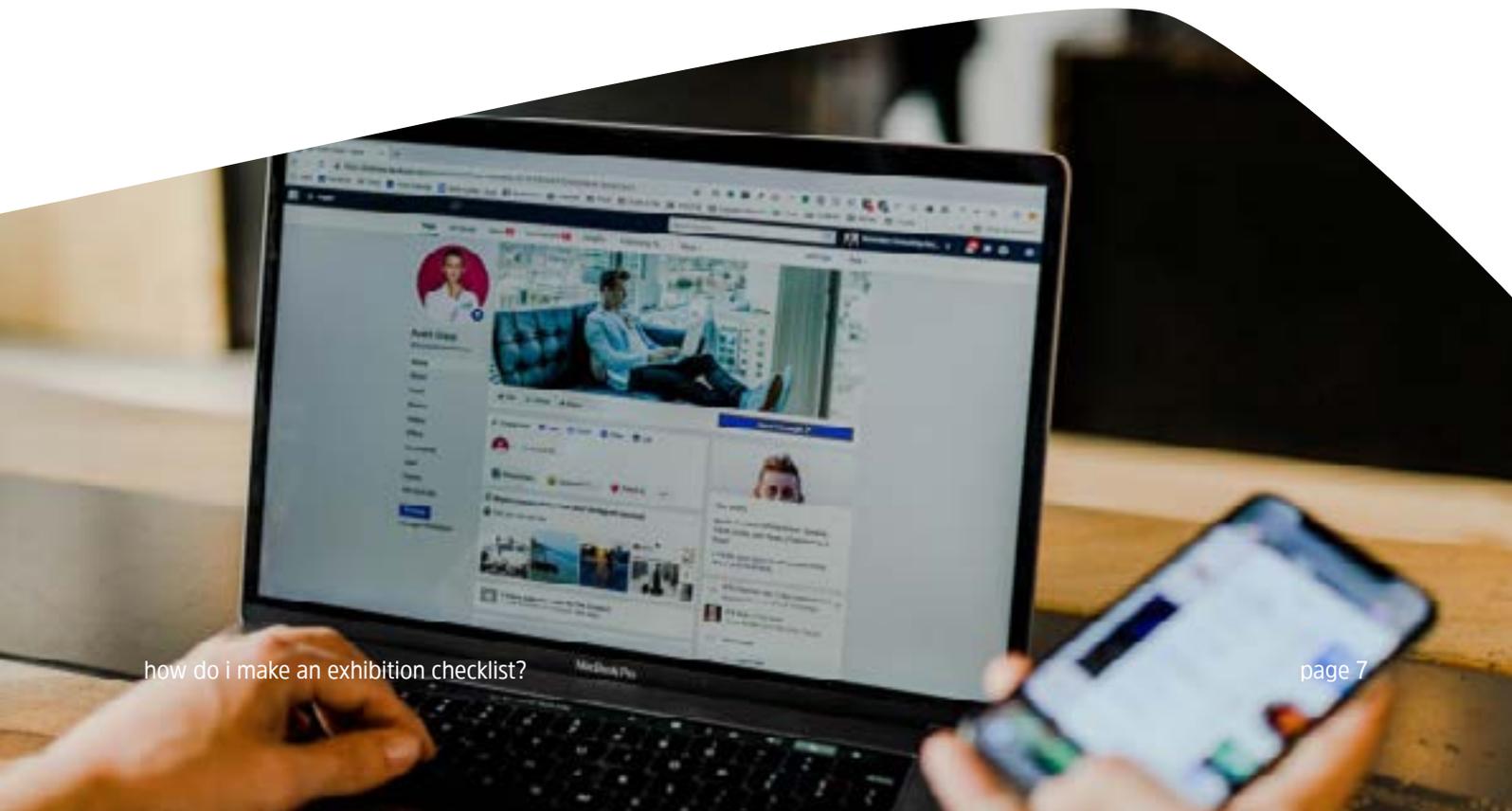




promotional material

Brands are now acutely aware of their responsibility to the environment. Considering your promotional material is one way to make your exhibition stand more sustainable. Long gone are the days of plastic bags and cheap gimmicks. You may still need to hand out brochures and cards but could you utilise technology to draw people in and into your sales journey? Could you offer coffee or sustainably packed snacks rather than plastic pens and individually-wrapped sweets?

There are more ways to engage customers without handing out flyers that will be binned at the end of the day. Consider how you can add real value to your visitors and prospective customers and create your promotional hooks accordingly.





exhibition transportation costs

If you are working with an exhibition company, the cost to transport and install your stand will be included in the overall project cost. It is worth considering the following if you plan to design and install your stand or take additional materials:

- Cost to transport your stand. If you plan to drive, does it fit in your car?!
- Do you need to ship promotional materials to your exhibition stand? If so, plan ahead and book appropriate transport. Loading yourself up with cardboard cut-outs, boxes of brochures and pull-up banners on the tube is not much fun!
- Are you hiring furniture, props and coffee machines from an alternative source from your exhibition designers? It's worth checking before you hire elsewhere and whether your exhibition designers offer this service or can do this on your behalf. If not, you will need to factor the cost of transportation.
- Don't forget the cost to transport your team to the exhibition venue too!

If you are installing and setting your exhibition up and plan to travel with a van, you will need to book a slot with the venue organisers to deliver your materials into the exhibition hall.





accomodation costs

It can be easy to cut costs by removing accommodation from your budget. However, if you want your team to be on top form and ready to meet prospects. Being late and stressed from sitting in traffic getting to the venue doesn't start anyone's day off well. Staff are part of your brand image and should be refreshed and raring to go. If they are manning your exhibition stand for several days, you need to consider that staff may be on their feet for 8-10 hours, arriving early to ensure the stand is in tip-top condition and tidying up at the end.

Our list of considerations:

- How far is the venue from your office?
- How long will it take the team to reach the venue?
- What time will they need to be there?
- Are your staff located around the UK?





staffing your event

Consider who the best people would be to represent and promote your business. Skimping on resources on your stand or staffing it with employees who are not in a client-facing function, junior or new, can result in a poor experience for visitors. Naturally, your sales staff will be the best people to sell your business and resource your stand. Your sales teams will be busy closing business and nurturing their own leads and may not be inclined to man an exhibition stand. You will need to consider the business impact of taking them away from their day jobs and the revenue you may lose and implement a target/ reward for business leads generated at the exhibition itself.

If you are a small team, taking 3-4 members of staff away from the office may not be an option. You may choose to mix and match with hired staff who are experienced in working on exhibition stands. They may not have your knowledge, but they will know how to make your visitors feel valued and welcome.





marketing

We would recommend getting your marketing planned and a budget allocated well ahead of the exhibition date. There will be a lot of brands wanting to grab the eyeballs of your prospects.

Consider how:

- You are going to engage with your target market ahead of the exhibition
- Nurture prospects you are already engaged with and will be attending the exhibition
- Attract visitors visiting the exhibition hall to your stand
- Incentivize customers and prospects to visit your stand
- Promote the event internally, can staff share news and increase your reach?
- How will you collect visitor data?
- Who and how will you follow-up visitors after the event
- How will you measure the ROI?

This may involve additional costs in freelancers to help with your marketing campaign or extra software and technology to manage the data and marketing efforts.





a guide to exhibiting would not be complete without a contingency budget!

No matter how well you plan an event, there is always an unexpected cost. Software you require, a change to the original specification of the exhibition stand or extra staff. The list of possibilities is endless. A contingency budget will eliminate the need to acquire additional funds, when time may not be on your side.





do you need help?

We have experience working with clients who have never exhibited before through to those who have exhibited all over the world. We can guide you through the exhibition process and provide advice and help where needed. If you need help, please do not hesitate to contact us.



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