



SOYANG
EUROPE

EXHIBITION CHECKLIST

**Your print business checklist to preparing
for successful exhibitions and trade shows**

Exhibition Checklist

Planning to exhibit your printing business at an exhibition can be a daunting task, especially if it's your first time. There's so much to think about it's easy to overlook important factors.

We've put together this essential exhibition checklist to make sure you have everything covered and provide some top trade show tips to help your print shop succeed at the exhibition.



12-18 months before



Choose the right exhibition and book your spot

Due Date _____ In Progress ☐ Done ☐

Crucially, when considering which exhibition is right for your print business you need to consider which ones your target audience will be attending. To help with this you could research which events your competitors are exhibiting at, and ask your existing customers which ones they attend. The best exhibiting spots sell quickly, so get in there fast.

Review your marketing and sales objectives

Due Date _____ In Progress ☐ Done ☐

Determine what you want to achieve. Do you have sales targets, or marketing goals? This will help you make decisions further down the line. Set realistic sales targets, and lead targets.

Consider your budget

Due Date _____ In Progress ☐ Done ☐

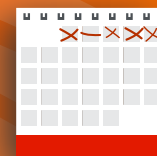
Based on your sales and marketing goals, think about your return on investment. Remember to include all those 'hidden' extras, for example: lighting, power points, seating, WiFi etc. Don't forget to factor in beverages and nibbles if you plan to offer those.

Schedule a plan

Due Date _____ In Progress ☐ Done ☐

Each exhibition will have different requirements and deadlines that you need to meet. Read up on the information they send you and put these in your diary and make sure you deliver what you need to on time.

9-12 months before



Check out the competition

Due Date _____ In Progress ☐ Done ☐

Request a list of confirmed exhibitors from the organisers. Consider who your competitors are and research their products, marketing and sales messages to refine your own strategy.

Design and plan your stand

Due Date _____ In Progress ☐ Done ☐

You need to stand out from your competitors. Consider the size of your stand and adding extra touches such as TV screens, interactive features etc.

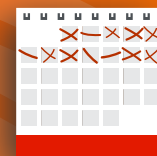
Think travel and accommodation

Due Date _____ In Progress ☐ Done ☐

Hotels near big exhibition venues are likely to fill up quickly, therefore it pays to think ahead and book in advance. If you plan to drive you may need to pre-book a car parking space.



6 months before



Choose your team

Due Date _____ In Progress ☐ Done ☐

Consider the mix of skills you'll need, ie. sales, and technical experts. Remember to choose the people who are truly enthusiastic and invested in your success. Plan a rota to give people breaks during the show to help motivate them. Communicate the dress code to team members.

Think about logistics

Due Date _____ In Progress ☐ Done ☐

Consider the personnel and transport you'll need to deliver your materials to the exhibition. Are you going to install and dismantle the stand yourself? If not, consider if you need to outsource this work and get the right people booked in.

Consider those finishing touches

Due Date _____ In Progress ☐ Done ☐

Don't forget to source important elements, for example: cables, lighting, seating, and any seating/furniture and AV equipment you may need etc.

Plan your marketing materials

Due Date _____ In Progress ☐ Done ☐

You need to stand out from the crowd! Consider business cards, product samples, brochures, and promotional gifts/giveaways and get them ready well in advance. Create a QR code, which can be easily scanned by attendees and lead them to your website or a PDF presentation.

Ensure you're listed on the exhibitors website

Due Date _____ In Progress ☐ Done ☐

This informs attendees you will be there and where your stand is located. Many exhibitions will also include a link to your own website which can be a great source of visitor traffic as well as boosting your online visibility.

3 months before



Start your pre-marketing activities

Due Date _____ In Progress ☐ Done ☐

Let people know you're exhibiting on your website and through social media, industry publications, online advertising, email signatures, and email campaigns to your current customers and prospects. Consider creating a special 'one-off' offer that's exclusive to show attendees.

Produce your materials

Due Date _____ In Progress ☐ Done ☐

Get your printers ready and make your vision a reality.

Double check travel arrangements and accommodation

Due Date _____ In Progress ☐ Done ☐

Mistakes can happen, confirm your bookings. It's one less thing to worry about.

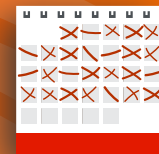
Get insured

Due Date _____ In Progress ☐ Done ☐

You never know what can happen. Make sure you're covered for every eventuality with a dedicated Exhibitor Insurance policy.



1 month before



Train the team

Due Date _____ In Progress ☐ Done ☐

Make sure they know the sales and marketing objectives of the exhibition show and are well prepared with several open-ended questions to engage visitors, as well as being able to answer any difficult questions. Consider writing a sales script so everyone is on the same page, and delivers a consistent brand message.

Determine a data capture system

Due Date _____ In Progress ☐ Done ☐

Be smart about collecting leads. For example, a pre-printed prospect sheet or a name-badge scanner might be a good idea. It might be a good idea to prepare a quick enquiry form and have it ready to be filled out. It could be a paper form or a digital application.

Check and confirm logistics

Due Date _____ In Progress ☐ Done ☐

Finally, confirm any arrangements that you have in place. If you're setting up yourself, make sure you know things like how long you have to set up, how far you'll need to carry all your stock, any exhibition furniture and equipment and where the nearest power outlet is.



On the day



Arrive early

Due Date _____ In Progress ☐ Done ☐

Avoid panic on the day! Get there well before the exhibition starts to make sure your stand is set up properly and all special features and technology are working. Allow time for troubleshooting. Make sure all your marketing literature, giveaways, and stationary are in the right place.

Prep The Team

Due Date _____ In Progress ☐ Done ☐

Remind the team about their objectives, goals and day's activities. Have a quick 'prep' meeting with your team and carry out a dry run just before the show starts.

Photograph your stand

Due Date _____ In Progress ☐ Done ☐

Take photos of your stand when it's busy to share on your social media channels, post-show promotions, newsletters and blog posts. Include different angles, key features/graphics and capture visitors interacting with your staff.

Listen to visitors

Due Date _____ In Progress ☐ Done ☐

When exhibiting it's important to remember that it's not just about talking, listen to what you're visitors are saying and asking for. Make everyone welcome and comfortable.

Take breaks

Due Date _____ In Progress ☐ Done ☐

Exhibition days can be long! Make sure that the whole team takes regular breaks. Allow them to explore the exhibition to keep them motivated.

Capture data

Due Date _____ In Progress ☐ Done ☐

Remember the data capture system we mentioned earlier? It's time to put this into use. Capture as much data as possible including who they work for, the services they're interested in, and their preferred contact method.

Post-event activity

Follow up your leads

Due Date _____ In Progress ☐ Done ☐

There's no point in going to all this effort if you don't follow up your leads. Pop then into your CRM and assign each lead to members of your sales team,

Evaluate your sales and marketing goals

Due Date _____ In Progress ☐ Done ☐

Did you achieve the results you wanted? Do you have new customers, and a database of future prospects? Evaluate results against investment.

Motivate the team

Due Date _____ In Progress ☐ Done ☐

Communicate the results to your team, show your appreciation for their efforts.

Share those snaps

Due Date _____ In Progress ☐ Done ☐

Show your success! Use the photos you took on your social media channels, post-show promotions, newsletters and blog posts.

About Soyang

Soyang Europe is a leading manufacturer and distributor of digital printable media and surface coverings for the signage, design, marketing, construction and decor sectors.

Our head office and 70,000 square foot distribution centre in Accrington, Lancashire holds stock in excess of 1.5 million square metres of premium European and American manufactured products.

We have a variety of innovative substrates produced by our high end Far Eastern partners that are all available for delivery on a next day service. This is our commitment to help customers keep... Every Surface Covered.

To talk to us about your next print project, please call

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