



4 Steps to Planning a Successful Show

Step 1: Plan Ahead

Set Objectives

- What are your goals for exhibiting at the show?
- Set measurable objectives
- Consider launching a new product, generating more leads with lead retrieval, hitting new sales goals

Develop your Budget

Cost to consider

- Booth Space and Design
- Sponsorship Opportunities
- Advertising and Promotional items
- Staff Travel and Hotel
- Shipping to Advance Warehouse or Show Site- Your **onsite** material handling is included in your booth fee up to 3,000 pounds per item.
- Show Services (electrical, AV, furniture, upgraded flooring, floral, contracting an EAC)

Give yourself enough time

- Plan your booth design ahead of time
- Build out a planning schedule
- Order in time to receive advance pricing, add these dates to your calendar

Step 2: Stay Informed

Confirm Show Operations Contacts

- Make sure the right person is receiving pre-communication information
- If you are not receiving our emails, reach out to Molly.McElwain@mjbiz.com
- Read the Exhibitor Service Manual (ESM)
- Read booth guidelines for your booth type: Inline or Island booth
- Utilize our resources provided on the Exhibitor Resource Center site, this will have the most up-to-date exhibitor information
- Read show emails that are sent out; we keep an archive of on the ERC page
- Sign up for The Buzz!



Step 3: Optimize Your Experience

- Take advantage of pre-show discounts through our official service providers
- Booth Design and Show Staff
 - Attract attendees with Booth Design and Show Staff
 - Attract attendees with colorful pictures, pop-up banners
 - Videos from a monitor or laptop
 - Your booth staff should be in sync with show goals and have:
 - Excellent knowledge of your product
 - Outstanding people skills and be engaging with attendees
 - Exceptional sales instincts
- Capture your leads
 - Attendees will have QR codes printed on their badges that you can scan straight from your phone to collect their contact info by purchasing Lead Retrieval
 - Access your leads and message them directly after the show

Step 4: Optimize Your Presence

Sponsorship Opportunities

- Consider sponsorships to reach more attendees
- Review the sponsorship & promo tool kit
- Contract your sales rep for sponsorship opportunities

Spread the Word

- Promote your booth on your company website
- Social Media
- Emails and newsletters
- Press Kit