

## 12 STEPS TO PREPARE YOUR TRADE SHOW

A successful trade show requires good planning!  
Here are the essential steps to follow in the run-up to the big day.



First things first: **sign in to your online trade show customer account**. This is the best place from which to prepare your show.

### Logistics

1 | DOWNLOAD THE STAND DECORATION AND SAFETY REGULATIONS

2 | PREPARE YOUR STAND ELEMENTS TAKING INTO ACCOUNT ITS TYPE

3 | ORDER YOUR TECHNICAL SERVICES

→ (Furniture, carpeting, cupboard, partitions, etc.  
But also electricity, water, Wi-Fi, etc.)

4 | REMEMBER TO SUBMIT THE REQUIRED DECLARATIONS (MACHINES IN OPERATIONS, STAND FITTER, ETC.)



# Communication & promotion



## 5 | SELECT AND ORDER YOUR PROMOTIONAL TOOLS

- While some communications tools are effective during the show (such as the catalogue), some of the show's **digital tools** (newsletters, website, etc.) are used beforehand and can give you visibility ahead of the event.



## 6 | REGISTER FOR THE SHOW'S OFFICIAL CATALOGUE

- This is the benchmark publication issued at the show entrance, and is the **ideal tool to highlight your company**, products and services! It can also be consulted online.



## 7 | ENTER A COMPETITION AT THE SHOW

- A great idea if you have a new product to show off!



## 8 | SIGN UP FOR A TALK AS A SPEAKER



## 9 | PREPARE MATERIAL FOR THE TRADE PRESS

- Press release, events, new products.



## 10 | DOWNLOAD THE MEDIA KIT

- This contains **banners** and **logos** for use on your materials.



## 11 | ORDER YOUR INVITATIONS IN PRINTED OR DIGITAL FORMAT

- These invitations can be used to invite your sales contacts and customers to the show. They will feel privileged if they are invited by you.



## 12 | ORDER BADGE READERS

- The badge reader helps you immediately qualify the visitors to your stand.



This list is essential but non-exhaustive.  
Planning ahead as much as possible is key  
to a smooth-running show!  
Give yourself every opportunity  
of having a profitable show and  
if you have any questions, contact  
the organisers – they will help you  
step by step!



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