

12 STEPS TO

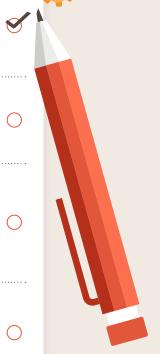
PREPARE YOUR TRADE SHOW

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

\rightarrow	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.

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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.

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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

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→ 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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