

## Exhibitor Check-List

### Now –

- Pay early to select a prime location
- Set your goals
- Design and order your booth display
- Order give-aways for booth/Print collaterals for booth handouts
- Send email encouraging clients/customers to attend Expoventure
- Start gathering all booth materials, handouts, giveaways, etc.
- Consider inserting an Expoventure promo flyer (Wichita Metro Chamber of Commerce can provide format) into mailings to clients/customers
- Handout Expoventure flyers (Wichita Metro Chamber of Commerce can provide format) at front desk/lobby/entrance way.
- Determine staffing needs for the show
- Set lead management system and communicate to staff
- Continue to promote show in your mailings, web page, fax cover sheets, voice-mail, etc.
- Gather all booth needs, materials, support props (flowers, candy, etc.) door prizes, etc.

### By Aug. 30 –

- Conduct training for those staffing your booth
- Encourage staff to attend
- Prepare/gather any follow-up information you plan on sending to hot prospects after the show
- Assemble an “exhibitor emergency kit” of extra paper, pens, pencils, tape, stapler, staples, aspirin, safety pins, scissors, breath mints, business cards, extension cords, etc.
- Confirm that all give-aways and collateral are ready for show
- “Talk up” Expoventure to clients/customers
- Purchase your ad in the Wichita Eagle Tabloid featuring Expoventure (Deadline Aug. 30)

### By Sept. 1 –

- Order electricity, phone, internet access if needed from Century II Convention Center
- Order booth furnishings from Henry Helgerson Company
- Complete and return the Door Prize Donation Form to the Chamber
- Complete and return the Name Badge Form to the Chamber
- Register to attend the Exhibitor Breakfast at 7:30 a.m. on Sept. 23
- Send email telling clients/customers what booth number your company will be in

### September 4 –

- Send staff who will work your booth to the Exhibitor Staff Training; held at Via Christi HOPE; two sessions available (choose one), 8:00-9:00 am, or 4:00-5:0 pm

### September 22 –

- Move in during your specified time on Monday, Sept. 22 to make sure to allow yourself time to round up any last minute items

### September 23 –

- Attend the exhibitor breakfast at 7:30
- Enjoy the show by scheduling adequate breaks to relax and visit other exhibitors

### Post show –

- Follow up on leads
- Review goals from show – take notes for 2009
- Reserve booth space for 2009 – take advantage of early registration prices