

- 1 ESTABLISHING YOUR GOALS & OBJECTIVES
  - 19 guidance points
  - 13 questions you need to ask yourself
  - 21 possible objectives
- 2 BUDGETING
  - Budgeting Worksheet - also a useful list of the areas of expenditure you need to plan for
  - Cost Saving Tips
- 3 SELECTING THE RIGHT EVENT
  - 25 Questions to ask
- 4 SELECTING THE RIGHT SPACE
  - 14 Questions to ask
  - Guide for calculating your ideal space size & staffing levels
- 5 YOUR EXHIBITION DISPLAY STAND
  - Assessing Your Needs
  - Graphic Design Tips
  - Stand Design Brief
- 6 ADVERTISING & PROMOTION
  - Pre-Show
  - At Show
  - After Show
- 7 PEOPLE
  - Stand Staff Selection
  - Stand Staff Preparation
  - Successful Stand Selling - Engaging Prospects, Qualifying Visitors, Demonstrations, Closing
- 8 AT THE SHOW
  - Setting Exhibition Targets
  - Exhibiting Tool Kit - checklist of what you need to take to the show
  - At show do's and don'ts
  - Your Lead Card - template outlining the key information you need from each prospect
  - Lead Management Guide
  - Handling literature and giveaways
- 9 AFTER EVENT
  - Performance Evaluation Worksheet
- 10 OVERSEAS
  - 15 Tips for International Exhibiting

**Would you like a copy of some of the above help sheets?**

email [info@promoteright.co.uk](mailto:info@promoteright.co.uk) or call +44 (0) 8452 57 58 18

We also run training courses on these topics