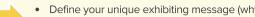
EXHIBITION TIMELINE

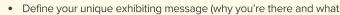
THE EXHIBITION PLANNING JOURNEY



MONTHS

SET THE STRATEGY





- Lock in the goals of what you want to achieve from the expo
- Start a longlist of stand builders (check website galleries, case studies and values)
- Shortlist 3-4 stand builders to brief next month



MONTHS



- Send your stand brief including info on audience, goals, must-haves,
- nice to haves)
- Share a realistic budget range
- Field proposals/designs and ask questions
- Don't be afraid to make changes! Nothing is final yet.





CHOOSE YOUR STAND BUILDER

- Select your stand builder and design direction
- Receive panel plans and artwork templates
- Start graphic design (your stand builder should give you a artwork deadline to work towards)
- Plan your useful, on-brand promo items (consider sustainability and not making landfill)





FINALISE AND SUBMIT

- Final tweaks to stand design with your builder
- Send the Exhibitor manual to your builder (which includes important info such as key deadlines, passes etc)
- Ensure stand plan submission is in motion



BOOK SERVICES AND ALIGN TEAM

- Order on-site services before early-bird cut offs (power, rigging, data, water)
- Confirm shell-scheme extras (if relevant)
- Fnalised / approval artwork. Request 3D visuals with graphics applied
- Select and brief stand team (roles, demo lead, closer etc)



LOCK LOGISTICS

- - Builder issues your pre-show checklist (flooring, furniture, storage, AV)
 - Hit print deadlines (large-format imagery checked and proofed)
 - Confirm travel & accommodation
 - Receive final timelines for install/dismantle, share show-day contact list.

