



## 16 Week Action Plan

Use the following guidelines to create an effective action plan. Check each item and complete the details on the Checklist.

### WEEK 16

- Set your objective and goals; create your big-picture plans
- Determine exhibiting budget.
- Develop procedural plans for:
  - Exhibit architecture
  - Presentation/Demonstrations
  - Sales Support materials
    - Staffing
    - Lead Capture

### WEEK 15

- Develop pre-show marketing
- Read exhibit manual carefully and schedule all action dates
- Evaluation and select exhibitor marketing media and sponsorship

### WEEK 14

- Start securing and/or assigning exhibit staff
- Research and compile your ideal visitor lists
- Begin work with exhibit house and outside suppliers
- Consider providing exhibit staff skills training with professional trainer

### WEEK 13

- Approve your Map Your Show Directory Listing
- Make preliminary travel and lodging plans
- Update show budget with current information

#### **WEEK 12**

- Check progress and finalize staff recurring
- Check on production, exhibit, graphics and printed materials.

#### **WEEK 11**

- Put together exposition data and staff preparation guide

#### **WEEK 10**

- Schedule at-show staff training meeting

#### **WEEK 9**

- Order pre-registration and post-show attendee list.

#### **WEEK 8**

- Confirm availability of product/equipment samples and technical help required
- Send personalized invitation with reward for responding to high profile attendees

#### **WEEK 7**

- Confirm pre-registration and post show attendee list matches company's needs

#### **WEEK 6**

- Update show budget with current data

#### **WEEK 5**

- Compost reminder fax/email to high profile attendees

#### **WEEK 4**

- Send reminder email to high profile attendees.
- Finalize shipping confirmation and provide to vendors
- Send pre-show preparation kit to staff

### **WEEK 3**

- Check on production at exhibit house and suppliers
- Prepare training material for booth staff training

### **WEEK 2**

- Compose emergency contact list
- Exhibitor phone numbers
  - Technical services/support

### **WEEK 1**

- Gather suppliers, credentials, travel documents and related materials
- Bring copies of all freight and service orders with checks, if required
- Make phone calls to high profile attendees
- Confirm final details with staff
- Bring press kits to media room
- Conduct pre - show staff meeting and training session

### **WEEK 0**

**SHOW TIME!**