Exhibition planning is an engaging process. Exhibitions are experiences; they provide communication of ideas, information, feelings and values.   Although there is no set method for planning an exhibit, there are general guidelines that professionals follow.

Exhibition planning can be exhausting and overwhelming. There are so many things to remember and more often or not, planning an exhibition begins a year in advance of the actual trade show.

Exhibitions are unique in that they offer a place to capture new clients for lead generation, as show marketing.The key to success is careful planning. To drive traffic to your exhibition stand and leave a memorable impression on your visitors, you need to create a detailed plan for all your event activities and identify the role trade shows play in your overall marketing and sales strategy.

Exhibition planning is fun! There are often so many great ideas flying about the room when creative minds get together, but it is important you have first calculated a reasonable budget.

As with any successful exhibition, you’ll need to have a solid marketing plan in place to let potential attendees that it is going ahead.

Probably our most vital exhibition planning tip is to always be thinking about logistics. Simple things like making sure the event space you choose has near-by parking so exhibitors can easily unload and ensure transportation links are close by are often a necessity for any successful exhibition.

When exhibition planning, choosing the right venue is key in making sure your event is successful.

One of the key factors of successful exhibition planning is to remember to evaluate once the event is over. What went well? What could have gone better? Having a proper evaluation set in stone will help you organise next year’s event and ensure you are more profitable than the previous year.

All in all, any good exhibition requires planning way in advance to the actual event itself.