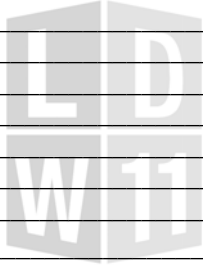



TRADESHOWS – WINNING!

Got a Cool Idea – That's WINNING!
(Developing Show Concepts)

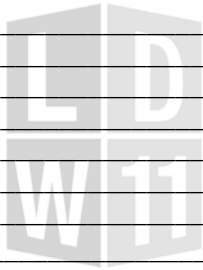


Show Me the Money!
(Sponsorships, Other Revenue)



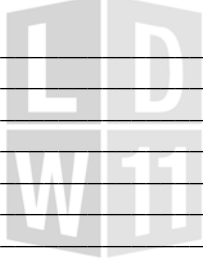
Like Charlie – Make It about You!

(Marketing)



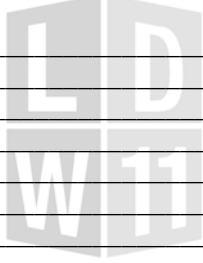
You Think Charlie Planned WINNING – Heck Yea!

(Show Logistics)



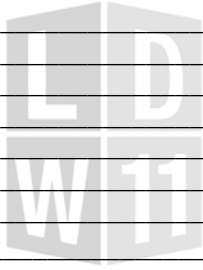
Did The Show Deliver a WINNING Result?

(Meet Expectations)



WINNING!!!!

(Show Success)



Tradeshow Production Schedule
(Sample)

Date	Item	In Charge of	Status
at least 1 year prior to event	Contract with center for exhibit/meeting space and hotels for housing blocks--deposits submitted with contracts and master account applications to hotels submitted		
at least 1 year prior to event	Contract with registration vendor		
Once a month prior to show	Supplier Update		
9 months prior to event	Determine vendors for event (package mail, computer, audio visual, security, decorator contract, phone, internet, electrical, business center, models, photographer, massage therapist). florist). Letters to vendors confirming official capacity, responsibilities, etc.		
9 months prior to event	Create show theme, determine show colors		
9 months prior to event	Basic floor plan of exhibit area w/utility information		
9 months prior to event	Fire marshall approval of floor plan		
9 months prior to event	Exhibit space contracts designed and printed		
9 months prior to event	Create exhibit space floor plan with decorator and print		
8 months prior to event	Mail contracts/show rules/floor plans to all potential exhibiting companies		
7 months prior to event	Contracts due for on-site assigning process		
7 months prior to event	Contract and send set-up specifications to hotels for room blocks		
7 months prior to event	Design/create/order registration and send to registration vendor		
7 months prior to event	Contact city's bureau for publishable map of center/hotel area to use in promotional materials		
7 months prior to event	Produce registration form		
7 months prior to event	Exhibit space assigned and confirmations mailed		
6.5 months prior to event	Initial promotional brochure mails to attendees		
6 months prior to event	Housing opens		
6 months prior to event	Registration opens		
6 months prior to event	Exhibitor Service Kit created, printed, and mailed to contracted exhibitors.		
6 months prior to event and produced weekly	Financial reports created and maintained		
6 months prior to event and produced weekly	Comparison counts received from registration vendor		
6 months prior to event	Create & develop theme for show opening		
6 months prior to event	Deadline to order paramedics		
	Contract cancellation deadline (no refund)		
	Badge credentials begin to mail		
6 months prior to event	Design registration layout		
	Promotional piece mails to potential attendees		
6 months prior to event	Determine number of temporary employees needed on-site for registration and order		
2 months prior to event	Orders submitted for catering, computers, audio visual, electrical, decorator/center, florist, internet, phones/faxes		
	Deadline for listing in exhibitor show directory		
2 months prior to event	Request certificate of insurance from insurance provider and provide to center/facility		
	Ad deadline for Show Directory		
2 months prior to event	Function orders/sign orders completed and submitted to vendors		

Tradeshow Production Schedule
(Sample)

Date	Item	In Charge of	Status
	Show Directory created, typeset, proofed, and printed		
	Exhibitor deadline to order electrical, internet, plumbing, phones, faxes, audio visual, computers, florist, lead retrieval unit, security, temporary employees, photography		
1 month prior to event	Packing lists created		
	Deadline for listing in exhibitor show directory addendum		
	Deadline to register and receive badge credentials in the mail		
1 month prior to event	Develop, print on-site registration form		
	Deadline to register and pick up badge credentials		
	Last day to register		
2 weeks prior to event	Letters to cab companies with show schedule		
	Packing day		
	Freight ships to show		
On-site	Registration equipment delivered to center/facility		
	Develop post show survey for suppliers and distributors		
On-site	Distribute thank you card/welcome packet for all exhibitors		
On-site	Registrar training		
Closing	Registration equipment pick up		
	Post-show attendee data available to exhibitors		
	Vendor thank you letters		
1 month after last day of event	Review and finalize invoices for registration, catering, computer, audio visual, electrical, decorator/center, florist, hotels, internet, phones/faxes		