EVENT PLANNING TIPS

SELECTING THE APPROPRIATE GENERAL CONTRACTOR:

- Establish service goals and expectations with GC
- Your General Contractor should have the capability to communicate with exhibitors and provide information digitally.
- Your General Contractor should understand the value of show promotions and brand extension and provide services to help you organization.
- Your General Contractor should understand the logistics of managing the flow of vendors, exhibitors and visitors.
- Your General Contractor needs to understand the importance of coordinated directional graphics throughout the facility.
- Your General Contractor should have the necessary manpower in addition to familiarity of many venues.
- Your General Contractor should be able to design and produce graphics, entrance units, kiosks, rental exhibits and specialty items that are fresh and exciting.

PRE-SHOW TIPS:

- Determine the appropriate amount of space for breakout rooms based upon the number of realistic attendees
- Obtain meeting dates and sites from other related organizations to avoid conflicts and potential tie-ins.
- Tips for selecting transportation/shuttles-
- (1) Determine types, configuration, and condition of equipment.
- (2) Obtain clear understanding of price structure, e.g. minimum hours for which you will be charged, charges for extra mileage, method for calculating mileage, and so on.
- (3) Determine what comes with the package-e.g., signs, coordinator.
- If you are going to provide exhibitor education seminars consider offering two versions; one for exhibitors with more experience and one for those just getting their feet wet.

SHOW TIPS:

- Request Two-way radios to expedite communication between Event Managers, GC, Show Staff and the facility.
- You will be busy running around, post and keep regular office hours at the event for exhibitors to find you specifically at those times.
- Meet with the staff daily to discuss and solve challenges.

POST-SHOW:

- Review with staff their impressions on what could be done better for the next event.
- Have post-show meeting with major vendors such as General Contractor, Facility, Caterer, etc., within 45 days after your event to discuss positives and negatives, and most importantly, how they relate to next year's event.



CONTACT INFORMATION

VALLEY RECOMMENDS:

Look at the top 20% of exhibitors in

your show. Odds are they represent

Create a year-round communication

program designed just for them, and

give them as much personal attention

as possible. Assuring their success is

Keep in mind that 40% of event

communications program should

include methods to help exhibitors

promote themselves. This will create a win-win situation for you

attendees are there for the first time.

critical to your success.

This means that your

and your exhibitors.

80% of your total exhibit space.

ROCKFORD OFFICE

4950 American Road Rockford, Illinois 61109 Phone: 815-873-1500 Fax: 815-873-1544

MILWAUKEE OFFICE

2108 A. Silvernail Road #282 Pewaukee, WI 53072 Phone: 262-436-0247 Fax: 262-436-0252

MADISON OFFICE

P.O. Box 45319 Madison, WI 53744 Phone: 815-873-1500 ext 154 Fax: 815-380-6665

CHICAGO OFFICE

1511 Yosemite Parkway Algonquin, IL 60102 Phone: 847-854-6956

MY OTHER CONTACTS:

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THE GIROLD		
	EVENT PL	ANNER
	VA EXPO BETTER IDEAS.	LLEY & DISPLAYS BETTER RESULTS.



Review hotel contract deadline dates.

Review, update, and confirm final meeting budget.

Begin preparation of conference brochure, including copy, layout, and design.

Prepare 12-month media schedule and complete media schedules.

This planner will provide you with a basic list of details you

Review exhibit hall floor plan.

☐ Reconfirm all sponsored events.

Print workbooks and handouts.

☐ Confirm all food-and-beverage selections.

ALLEY PO & DISPLAYS	need to manage when planning for a show. Keep in mind that the suggested time frames are only recommendations. Your	 Consider establishing an Exhibitor Hot-Line to begin fielding exhibitor questions. If event is annual, consider early exhibitor and attendee registration.
Event Theme:	timetable will differ slightly depending on the complexity of your event. Use this planner as a guideline to develop your personal event planning time line. Date of Event: Fax:	 10-12 MONTHS BEFORE SHOW Prepare list of available hotel function areas and specifications. Compile master list of suggested program topics and speakers. Refine master format for general sessions, workshops, luncheons and ancillary events. Compare hotel space and specifications and make tentative room assignments of event functions. Promote event through appropriate announcements. Evaluate target markets and mailing lists in preparation for brochure mailing. Promote event through organizational magazine and newsletters. Identify event functions and activities available for sponsorship and begin solicitation of sponsors. Prepare and mail exhibit prospectus and materials. (Tip: Provide electronic and printed versions) Site Inspections: Visit Venue with General Service Contractor to review space
PLANNING CHECKLIST 36-48 MONTHS BEFORE SHOW	jectives. (Include methods to accomplish goals and	8-10 MONTHS BEFORE SHOW Promote event in selected professional publications. Follow up on exhibitor mailing. Mail first event brochure. Establish and implement badge preparation process.
methods to measure success) Identify possible dates for the Prepare preliminary event outl Send meeting requirements to Review site proposals from refollowing: Docks, Parkin Conduct site visits as required	event. line to identify event requirements. (Space, meeting rooms, etc.) selected sites with requests for written proposals. sponding suppliers; select and negotiate potential sites. (Consider the g, Lodging, Marshalling Yards, Insurance, etc) . contracts with convention center or other facilities or services	 Identify and develop data collection system(s). Prepare expanded event brochure for second mailing. Prepare and mail second exhibitor solicitations. Begin preparation of hotel function space diagrams for registration, general sessions, workshops, social functions, etc. Begin assignment of exhibit space; mail confirmations of space, updates on event activities, function sponsorships, and event program advertising information. Implement monthly registration reporting system. Begin active solicitation of advertisers for program book. Begin determining final event program and schedule.
add related deadlines and requirement than 400 trade shows the each year.) Prepare and mail letters to pot	r, including two-year marketing plan and implementation schedule; irrements. (TIP: Keep your event promotions fresh - In a study of roughout the U.S., the average show loses 20 to 30% of its exhibitors ential event sponsors requesting consideration.	 4-6 MONTHS BEFORE SHOW Mail second event promotional brochure to potential attendees. Identify materials for registration packets; select and order conference packet. Design and print all tickets for admission to event functions. Continue solicitation and follow-up of exhibitors, sponsors, and advertisers. Begin all food-and-beverage menu selections.
mailing lists based on evaluati Prepare and set preliminary bu	markets, and identify target audience(s); review, update, and obtain on results (e.g., registrants, sponsors, advertisers, and exhibitors). adget. (Tip: Allow additional 15-20% contingency costs) or eliminary graphics (logo, program, etc.).	 Order necessary on-site office furniture and equipment. Review registrations based on markets; prepare and mail targeted registration invitation letters. Identify and assign staff on-site responsibilities. Get Fire Marshall Approval on Venue
 Review, update, prepare and d policies governing the event, t Identify and outline specific re 	& policies, being certain to include clear cancellation policies. istribute all policies and procedures including clear cancellation o all staff, consultants, and committees. equirements for outside suppliers; decorators, security, airline, car ent, destination management (see tips), transportation (see tips), and ists for marketing efforts.	 2-4 MONTHS BEFORE SHOW Mail third event promotional brochure to potential attendees if needed. Prepare special event issue of newsletter or other periodical. Request camera-ready/digital/electronic files ad copy for event program. Review and confirm session schedule, room assignments, and function-room diagrams with facilities and appropriate outside suppliers. Continue follow-up with exhibitors. Order special decorations for event functions.
16 MONTHS BEFORE SHOW Determine insurance coverage Establish exhibit space rates. Produce tentative event floor p		 Make final food and beverage schedule. Review on-site staff needs. Determine security needs. Prepare and print conference evaluation forms.
Adjust exhibitor floor plan (be	requirements and negotiate menus and prices.	 Prepare and print on-site registration forms; check on-site hardware and software. Implement weekly registration reporting system. Select printer for event program book. Review badge preparation process. Prepare sign list; order signs.
Mail event announcements and12 MONTHS BEFORE SHOW	d promotional materials to prospective attendees and exhibitors.	1-2 MONTHS BEFORE SHOW Reconfirm all speakers and their requirements.

Prepare exhibit floor plan, exhibitor list, and schedule for program book. Arrange travel and housing for all staff and VIP. MONTH BEFORE SHOW		Continue follow-up with outside suppliers. Confirm and mail detailed requirements to facilities and on-site suppliers.
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Print program book. Prepare and print list of pre-registrants. Finalize on-site accounting requirements like on-site payments, deposits, cash-out procedures, etc. Confirm exhibit layout, and update exhibitor list. Schedule on-site media activities. Begin preparation of registration packets. WEEKS BEFORE SHOW Finalize food and beverage contracts. Pack and send all conference materials for early shipment. Prepare badges for non-registered attendees. (speakers, exhibitors, complimentary registrations, etc.) Communicate all last-minute changes and new requirements to facilities affected suppliers. WEEK BEFORE SHOW Finalize agenda for facilities and suppliers. Provide required early guarantees to facilities. Establish on-site staff meeting schedule and required attendance list. Verify VIP arrivals, and schedule airport transportation. AT THE SHOW Receive and inventory all shipments, equipment, and supplies. Review all VIP arrangements. Set up conference offices. Conduct instructional briefings for registration staff, data collectors, volunteers, etc. Conduct pre-conference and daily staff meetings. Review each day's requirements, and preview following day's requirements. Review ach day's requirements, and overlap areas like registration, food guarantees, speakers, VIPs, media room setups, data collection, spouse/guest/children's events, exhibits, sponsors, etc. Clarify communication lines, authority and responsibility levels with staff and vendors. Arrange daily invoice review with event facilities. Conduct post-conference wrap-up meeting with event facility departments and suppliers.		Arrange travel and housing for all staff and VIP.
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☐ Conduct post-conference wrap-up meeting with event facility departments and suppliers.		
NOTES/ADDITIONAL ITEMS:		conduct post conference wrap up inceeding with event facility departments and suppliers.
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	. 0	r additional copies of this event planner, go to > www.valleyexpodisplays.com/planner

Send final agenda to exhibitors and request list of booth staff personnel.