

# CHECK LIST

## TRADE FAIR PARTICIPATION



Let's start with the most important thing.

Are you already clear about how much you want to invest in your space and your stand? Or at the trade fair in general?

- Yes I have a budget**
- To calculate it, take into account:**
  - Cost of book the stand and space
  - Stand production cost
  - Number of staff and days of stay
  - Type of travel and accommodation

1

With all the options out there, knowing the impact of your results is vitally important. As well as understand the differences between the types of stands.

**Do you know what type of stand modalities you have?**

- Pack Stand**

The one normally offered by the organizer from whom you have purchased your participation in the fair
- Free Design**

Stand designed and produced 100% tailored to your needs and requirements

2

Designing an impressive stand requires clarity. If you are considering a custom-made design

**Do you know that you must control deadlines and key elements? Its implications and specific needs?**

- Yes, I know what I need**
- Points to mark:**
  - Technical construction requirements
  - Visas
  - Permits
  - Trade fair supplies
  - Audiovisuals
  - Graphics
  - Etc.

3

To maximize the potential of your presence at the trade fair, it is crucial to set clear objectives for the success of your stand.

**Have you already thought about your goals?**

- Meetings**
- Brand recognition**
- Product or service release**
- Acquisition of new clients**
- Networking**

4

Planning your participation goes beyond the stand itself.

**Have you considered the return of your inversion in your trade fair?**

- Yes I have a plan**
- Create a list with:**
  - Objectives of the previous point
  - Marketing plan objectives
  - Business objectives
  - How they relate to each other

5

A key issue is logistics. Many factors to control and last minute surprises.

**Dou just have a slight idea how you will transport all the elements of your stand?**

- Yes, I will manage it myself, I have it under control**
- To manage it, control these points:**
  - List of necessary materials
  - Place materials in boxes
  - Analyze its dimensions and weights
  - Hire the best transportation option

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Are you looking for free advice for your attendance at the next fair?

[Contact us here](#)

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green builders