



Discount code: LCT EAST 2018

Exhibitor Suggestions To Get The Most Out Of Exhibiting At The Show

3 Months or More Before the Show:

- Review and fill in ALL forms for 2018 LCT/NLA East Show.
- Consider and look into benefits of Sponsor Benefits at 2018 LCT/NLA East Show, if interested contact LCT at (253) 983-0515.
- Determine staff that will work the event.
- Finalize staff choices.
- Register for yourself, staff and any additional staff you may need.
- Book hotel and flight.

2 Months Before the Show:

- Consider integrating technology into your exhibit.
- Promotion and show/booth Ideas for before show and during show to help staff and attendees.
- Make a list and order any necessary exhibit/booth designs and décor.
- Make a list and order any necessary supplies needed from 2018 LCT/NLA East Exhibitor Service Kit and any additional supplies.
- Order any promotional items needed. Include items for pre-show promos.
- Order any necessary uniforms if you are providing for staff.
- Create lead/marketing flyers/packets to use at the show.

1 Month Before the Show:

- Send out first wave of promotions and email campaigns for pre-show.
- Hold 1st staff training to go over sales and products to be used at show.
- Order any final services or supplies needed for the show.
- Send show promo items directly to warehouse or to the show.
- Ship all supplies that needed at the show for exhibit design/décor items, sales, marketing flyers/packets, contracts to warehouse. (Sooner the better)

2 Weeks Before the Show:

- Hold 2nd staff training to go over process and information about technology, vehicle, exhibit, design/décor, promos, the key contacts, show City and review the show floorplan and processes of load-in and load-out.
- Verify all items that were shipped arrived and are in good condition.
- Send another wave of promotional items/email campaigns for pre-show. (If mailing, send as first class mail to ensure they arrive before the show)
- Ship all staff supplies in a tub with everything you will need for staff, pens, clipboards, staplers, mints, wipes, etc.

1 Week Before the Show:

- Create post show packets/campaigns and assign staff to follow up with leads.
- Confirm arrival of exhibit/shipments.
- Back up all files, including data and art graphic files, 2018 LCT/NLA EAST Exhibitors Service Kit, all show contacts. Include staff, contractors, show management, insurance, and all forms turned in for 2018 LCT/NLA EAST SHOW.
- Confirm with your staff they can still attend the show. Arrange for a replacement if necessary.

At the Show:

- Follow 2018 LCT/NLA EAST Guidelines, Move-in & Move-out instructions from Exhibitors Service Kit.
- Hold a quick review of plans for show with staff.
- Follow through on plans for staffing, show promotions, lead management and exhibit/booth logistics.
- Sign up for LCT/NLA's upcoming Shows.

After the Show:

- Send a thank you to exhibit staff, contractors, other exhibitors, customers and leads.
- Follow up on show leads and get packets/campaigns out. Keep checking and following up on leads.
- Check actual expenses against budget for show. Not reasons, stay in budget, under or over.
- Sit down with staff and discuss what worked and went well and what can improve on next time.