

# Checklist for exhibition planning

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Event ..... Hall ..... Stand no. ....

Place ..... Date from ..... to .....

Address .....

Compiled by ..... Telephone no. ....

Fax ..... Mail ..... Web .....

Exhibition area ..... x ..... m Building height ..... m

Stand type  block stand  end stand  corner stand  row stand

Assembly from .....to..... Dismantling from ..... to.....

Request exhibition conditions and information material from congress office / **exhibition company**

Identify, coordinate and approve exhibition programme from the business areas involved

## Stand size and location

Establish stand size

Agree location of the planned stand with the congress office / exhibition company

Registration

Transfer registration fee

Draw up form for recording the costs

## Internal discussion

Establish exhibition objectives and focal points

Specification of the individual products intended for exhibition

Display models

## Text

Translation

Text approval

Text handover to graphic artist / setter

## Discussion with designer / stand construction company

Briefing of stand construction company

Stand design / layout

Prepare model

Design

Graphics

Establish lettering and signets

Signage

Photos

Slides

Film presentation

Décor

Costs

Timings

Construction drawing of stand and details

## Order placement

Graphic artist

Carpenter

Stand construction company

Electricity / water connection

Paperhanger

Decorator

Mason

Photographer

Electrician

Personnel

## Application forms

Electrical and water installation

Telephone and fax connections

Catalogue entry

Advertisements

Ticket vouchers

Exhibitor/assembly passes

Parking tickets

Rented furniture

## Checklist for exhibition planning

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### Material for stand construction and operation

- Podiums
- Carpets / special flooring
- Wall covering
- Walls
- Store room
- Doors / curtains
- Keys for doors
- Roof
- Ceiling lighting
- Ceiling covering
- Spotlamps
- Additional lighting
- DVD / Laptop
- Showcases
- Sockets for power connections etc.
- Wardrobe / coat hangers
- Chairs
- Tables
- Cabinets
- Bar and stools
- Kitchen equipment
- Heating
- Ventilation / cooling
- Beamer / Video / Multimedia / PC

### Brochure and advertising material

- Draft and photos
- Print and distribute brochures
- Advertising gifts

### Advertisements in specialist periodicals (with reference to exhibition)

### Stand material

- Products / models
- Advertising and press material

### Invitations

- Invitation to opening ceremony and/or official events
- Send invitation cards (if applicable with entry vouchers) to customers

### Business information

- Hall number
- Stand number
- Telephone connections
- Fax connections/ IT/ Internet
- Hotel (address, tel., fax, mail) of stand personnel

### Stand personnel

- Information (and interpreter)
- Brochure distribution
- Customer consultation, kitchen, wardrobe
- Stand direction (define responsibilities)

### Accommodation

- Rooms  Board
- List and file of commercial and technical stand personnel
- Prepare attendance list
- List and file of registered visitors
- Visas for assembly and stand personnel for foreign exhibitions

### Documentation for stand personnel

- Stand arrangement
- Overview plans of exhibits
- Internal telephone

### Information on stand staffing

- Training of stand personnel
- Information folder with all documentation
- Familiarisation of stand personnel on the stand
- Discussion notes and order forms
- Name badges for stand personnel
- Clothing of stand personnel

## Checklist for exhibition planning

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### Office material

- Letterheads
- Envelopes
- Business cards
- Receipt block
- Pencils / pens
- Paper clips
- Punches
- Checkout
- Waste baskets
- Adhesive tape
- Scissors
- Eraser
- Stamp and pad
- Folders
- Laptop
- Stapler
- Calculator
- Computer

### Stand cleaning

- Refrigerator
- Cutlery cabinet
- Waste bucket
- Brush
- Broom / shovel
- Kitchen towels
- Arrange stand cleaning
- Vacuum cleaner
- Dust cloths
- Cloths
- Cleaning agent
- Window leather
- Serviettes

### Cutlery and accessories

- Plates
- Cups
- Knives
- Forks
- Spoons
- Coffeepot
- Coffee machine
- Sugar bowl
- Cream jug
- Flower vases
- Ashtrays
- Tin opener
- Matches
- Bottle opener
- Corkscrew
- Cooking pot
- Paper serviettes
- Glasses

### Miscellaneous

- Ladders
- Sack trolleys
- Toolbox
- Fire extinguisher
- First-aid box
- Sewing kit
- Medications
- Covers
- Spare company signs

### Beverages and tobacco

- Mineral water
- Tea
- Coffee
- Spirits
- Cigarettes
- Filter bags
- Fruit juices

### Plant decoration

- Cut flowers
- Arrangements
- Flowerpots

### Insurance

### Stand photographer

### Stand handover

### Dismantling

- Removal of empty containers
- Packaging material for return transport
- Installation personnel, helpers
- Forklift truck
- Return transport of stand material
- Arrange carrier

### Charging of the exhibition

### Success check