

**EXHIBIT EVALUATION:** (CONT.)

**Staff feedback and recommendations (traffic, booth, graphics, location etc.):**

Quality of show/booth attendance as related to objectives: \_\_\_\_\_  
 Quantity of booth traffic: \_\_\_\_\_  
 Reaction to booth/graphics: \_\_\_\_\_ Reaction to booth location: \_\_\_\_\_  
 Recommendations: \_\_\_\_\_

**Competitive analysis:**

Total number of exhibitors: \_\_\_\_\_ Number of direct competitors: \_\_\_\_\_

*\*Tip: Create a sheet for competitive analysis for each competitor and divide up amongst off-duty staffers. Include: company name, booth size, booth location, key products displayed, key promotions/messages and strengths and weaknesses.*

**EXHIBIT TIMETABLE:**

Pre-Show	Scheduled Date	Date Completed
Select booth space:	___/___/___	___/___/___
Determine exhibit objectives:	___/___/___	___/___/___
Set show budget:	___/___/___	___/___/___
Set new exhibit design goals:	___/___/___	___/___/___
Set new exhibit budget:	___/___/___	___/___/___
Evaluate promotion opportunities:	___/___/___	___/___/___
Select exhibit designer/builder:	___/___/___	___/___/___
Select display products:	___/___/___	___/___/___
Plan promotion strategy:	___/___/___	___/___/___
Select transportation companies:	___/___/___	___/___/___
Finalize exhibit design:	___/___/___	___/___/___
Plan direct mail promotion:	___/___/___	___/___/___
Review exhibitor service kit:	___/___/___	___/___/___
Select booth staffers:	___/___/___	___/___/___
Reserve hotel rooms:	___/___/___	___/___/___
Finalize lead follow-up mailings:	___/___/___	___/___/___
Order show services:	___/___/___	___/___/___
Implement promotion strategy:	___/___/___	___/___/___
Order badges:	___/___/___	___/___/___
Notify show management		
if using exhibitor-appointed contractor:	___/___/___	___/___/___
Preview exhibit:	___/___/___	___/___/___
Plan exhibit setup/dismantle:	___/___/___	___/___/___
Send direct mail promotion:	___/___/___	___/___/___
Plan pre-show staff training session:	___/___/___	___/___/___
Finalize graphics copy/art:	___/___/___	___/___/___
Finalize shipping information:	___/___/___	___/___/___
<b>Post Show</b>		
Fulfill show inquiries/requests:	___/___/___	___/___/___
Write thank-you notes to booth staffers, vendors:	___/___/___	___/___/___
Audit invoices/finalize show budget:	___/___/___	___/___/___
Measure/analyze results:	___/___/___	___/___/___

**BUDGET**

BUDGET ITEM	PRE-SHOW ESTIMATE	ACTUAL COST
<b>Space Rental:</b>		
Space:	_____	_____
Deposit:	_____	_____
Other:	_____	_____
<b>Subtotal:</b>	<b>\$ _____</b>	<b>\$ _____</b>
<b>Exhibit Structure:</b>		
Design:	_____	_____
Building/refurbishing:	_____	_____
Tool box supplies:	_____	_____
Graphics design/production:	_____	_____
Tax on materials:	_____	_____
Storage (prorated):	_____	_____
Insurance (prorated):	_____	_____
<b>Subtotal:</b>	<b>\$ _____</b>	<b>\$ _____</b>
<b>Shipping:</b>		
Ground transport to show:	_____	_____
Ground transport from show:	_____	_____
Air/sea freight to show:	_____	_____
Air/sea freight from show:	_____	_____
Other:	_____	_____
<b>Subtotal:</b>	<b>\$ _____</b>	<b>\$ _____</b>
<b>On-site services:</b>		
Audiovisual:	_____	_____
Carpet rental:	_____	_____
Cleaning:	_____	_____
Computer equipment rental:	_____	_____
Custom signage:	_____	_____
Electrical:	_____	_____
Exhibitor badges:	_____	_____
Floral rental:	_____	_____
Furniture rental:	_____	_____
Setup/dismantle labor:	_____	_____
Lead retrieval system:	_____	_____
Photography:	_____	_____
Plumbing/compressed air:	_____	_____
Riggers:	_____	_____
Security:	_____	_____
T1-WIFI:	_____	_____
<b>Subtotal:</b>	<b>\$ _____</b>	<b>\$ _____</b>

BUDGET ITEM	PRE-SHOW ESTIMATE	ACTUAL COST
<b>Promotion:</b>		
Advertising:	_____	_____
Customer hospitality:	_____	_____
Direct mail:	_____	_____
Kiosk space:	_____	_____
Incentives/premiums:	_____	_____
Literature:	_____	_____
Mailing list rental:	_____	_____
Presentation:	_____	_____
Presenter/talent:	_____	_____
Press kits/materials:	_____	_____
Press conference/reception:	_____	_____
Sponsorships:	_____	_____
Other:	_____	_____
<b>Subtotal:</b>	<b>\$ _____</b>	<b>\$ _____</b>
<b>Personal expenses:</b>		
Salaries:	_____	_____
Staff training:	_____	_____
Pre-show dinner:	_____	_____
Special attire for booth staffers:	_____	_____
Transportation:	_____	_____
Hotel:	_____	_____
Food/entertainment:	_____	_____
Temporary personnel:	_____	_____
Other:	_____	_____
<b>Subtotal:</b>	<b>\$ _____</b>	<b>\$ _____</b>
<b>Lead Gathering/fulfillment:</b>		
Printing lead forms:	_____	_____
Printing cover letter:	_____	_____
On-site equipment rental:	_____	_____
Postage:	_____	_____
Labor:	_____	_____
Other:	_____	_____
<b>Subtotal:</b>	<b>\$ _____</b>	<b>\$ _____</b>
<b>Miscellaneous:</b>		
(add 10%)	_____	_____
<b>GRAND TOTAL:</b>	<b>\$ _____</b>	<b>\$ _____</b>

**EXHIBIT PLANNER**

This planner will provide you with a basic list of details you need to manage when planning for a show. Keep in mind that the suggested time frames are only recommendations. Your timetable will differ slightly depending on the complexity of your exhibit. Use this planner as a guideline to develop your personal planning time line.

\* Portions of this planner are courtesy of Exhibitor Magazine's *Exhibit Planning Guide*

## QUICK REFERENCE

### EVENT:

Event Name: \_\_\_\_\_ Date of Event: \_\_\_\_\_  
 Event Theme: \_\_\_\_\_ Event Hours: \_\_\_\_\_  
 Hall/Space Name: \_\_\_\_\_  
 Event Location Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_  
 Event Manager/Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_  
 Official Event General Contractor: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

### MY BOOTH INFORMATION:

Booth Number: \_\_\_\_\_ Hall/Location: \_\_\_\_\_ Dimensions: \_\_\_\_\_  
 Cost: \_\_\_\_\_ Setup Dates/Times: \_\_\_\_\_ Dismantle Dates/Times: \_\_\_\_\_

### MY SHOW GOALS:

Why are we exhibiting at this show? \_\_\_\_\_  
 \_\_\_\_\_  
 Exhibit Theme/Focus: \_\_\_\_\_  
 Product Lines/Categories to be displayed: \_\_\_\_\_  
 \_\_\_\_\_  
 Size of Target Audiences: \_\_\_\_\_  
 How does event fit with My Company's Overall Marketing Strategies? \_\_\_\_\_  
 How does event fit with My Company's Sales Goals? \_\_\_\_\_  
 How does show fit with product line objectives? \_\_\_\_\_  
 What message(s) or top 3 points do we want communicated at the show?  
 \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_

### BOOTH EQUIPMENT SERVICES: (RECORD DATE ORDERED)

Shipping:	Show Services:	Facility:
___/___/___ Booth	___/___/___ Accessible storage	___/___/___ Catering
___/___/___ Givaways/literature	___/___/___ Carpet	___/___/___ Compressed air
___/___/___ Products/equipment	___/___/___ Cleaning	___/___/___ Drain
___/___/___ Other	___/___/___ Drayage	___/___/___ Electrical
	___/___/___ Electrician	___/___/___ Gas
	___/___/___ Floral	___/___/___ Running water
Dates: _____	___/___/___ Forklift	___/___/___ Spotlight(s)
Times: _____	___/___/___ I&D	___/___/___ Steam
Rooms: _____	___/___/___ Lead retrieval	___/___/___ T1 or WIFI
	___/___/___ Photography	___/___/___ Other
	___/___/___ Rigging	

### REGISTRATION NEEDS:

Guest Passes (Qty): \_\_\_\_\_ Exhibitor Badges (Qty): \_\_\_\_\_ Date Ordered: \_\_\_/\_\_\_/\_\_\_

### HOTEL RESERVATIONS:

Hotel Information: \_\_\_\_\_ Date reservation made: \_\_\_/\_\_\_/\_\_\_

### EXHIBIT PLANNING:

- Use existing exhibit:  
 Stored at: \_\_\_\_\_ Refurbishing necessary: \_\_\_\_\_  
 Necessary alterations: \_\_\_\_\_  
 \_\_\_\_\_
- Construct new booth:  
 Exhibit builder selected: \_\_\_\_\_  
 Account manager: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Final design approved: \_\_\_\_\_ Pre-show setup/inspection: \_\_\_\_\_
- Rent booth properties:  
 Supplier: \_\_\_\_\_  
 Final design approved: \_\_\_\_\_ Pre-show setup/inspection: \_\_\_\_\_

### Product displays:

Products to be highlighted: \_\_\_\_\_  
 Other products to be displayed: \_\_\_\_\_

### Live demos/presentation:

Coordinator/demonstrator: \_\_\_\_\_ Phone: \_\_\_\_\_  
 Script approval date: \_\_\_\_\_

**Audiovisual presentation type:** \_\_\_\_\_ Coordinator: \_\_\_\_\_  
 Phone: \_\_\_\_\_ Approval date: \_\_\_\_\_

### Staffing needs: \*Tip: 2 booth staffers per 100 sq. ft of open booth space.

Qty. Booth Staff needed: \_\_\_\_\_ Hospitality Staff needed: \_\_\_\_\_  
 Specific booth attire: \_\_\_\_\_ Specific hospitality attire: \_\_\_\_\_  
 Number of staffers needed for hospitality event: \_\_\_\_\_  
 Temporary staff needed: \_\_\_\_\_ Qty needed: \_\_\_\_\_  
 Pre-show staff training Date: \_\_\_\_\_ Location: \_\_\_\_\_  
 Trainer(s): \_\_\_\_\_

### PROMOTIONS/PR:

Pre-Show Mailings/invitations: \_\_\_\_\_  
 Show tickets: \_\_\_\_\_  
 PR information to show management: \_\_\_\_\_

### Advertising schedules for:

Key industry pubs: \_\_\_\_\_ Show dailies: \_\_\_\_\_ Show directory: \_\_\_\_\_

### Press releases to key industry publications:

\_\_\_\_\_

**Banners/signs:**  
 Airport: \_\_\_\_\_ Show hall: \_\_\_\_\_ Taxi cabs: \_\_\_\_\_  
 Billboards: \_\_\_\_\_ Shuttle busses: \_\_\_\_\_

### Booth promotions:

Literature:  
 General handouts: \_\_\_\_\_ Selective handout: \_\_\_\_\_  
 Giveaways: \_\_\_\_\_  
 Inquiry handling: \_\_\_\_\_

### Post-Show Promotions/Follow-Up:

Coordinator: \_\_\_\_\_ Methods of follow-up \_\_\_\_\_  
 \_\_\_\_\_

### PRE-SHOW/POST SHOW BOOTH COORDINATION:

Advance warehouse address: \_\_\_\_\_  
 Dates freight accepted: \_\_\_\_\_

Show site address: \_\_\_\_\_  
 Dates freight accepted: \_\_\_\_\_  
 Carrier: \_\_\_\_\_ Contact: \_\_\_\_\_  
 Address: \_\_\_\_\_ 24 hour phone: \_\_\_\_\_

Your show carrier/ company: \_\_\_\_\_  
 Off-target penalty: (YES) (NO)

Setup dates: \_\_\_\_\_ Times: \_\_\_\_\_  
 Dismantle dates: \_\_\_\_\_ Times: \_\_\_\_\_

Shipping data:	Booth	Products/Equipment	Literature/Giveaways
Shipping date: _____			
Shipped from: _____			
Carrier type: _____			
Number of pieces: _____			
Waybill/ bill of lading #: _____			
Delivery date: _____			
Additional insurance: _____			

### Booth Installation and Dismantling to be handled by:

- Exhibit house: \_\_\_\_\_  
 Supervised by: \_\_\_\_\_
- Company personnel: \_\_\_\_\_  
 Supervised by: \_\_\_\_\_
- Show appointed I&D: \_\_\_\_\_  
 Supervised by: \_\_\_\_\_

Exhibit Insurance confirmation (date): \_\_\_\_\_  
 Proof of Insurance sent to show management (date): \_\_\_\_\_  
 Complete return shipping address: \_\_\_\_\_  
 Carrier name/address/phone number/contact: \_\_\_\_\_  
 \_\_\_\_\_

Return shipping data:	Booth	Products/Equipment	Literature/Giveaways
Shipping date: _____			
Shipped to: _____			
Carrier type: _____			
Number of pieces: _____			
Waybill/ bill of lading #: _____			
Delivery date: _____			
Additional insurance: _____			

Scheduled dismantle dates: \_\_\_\_\_

### EXHIBIT EVALUATION:

Booth visitors (Qty.): \_\_\_\_\_ Total Show Attendees (Qty.): \_\_\_\_\_  
 Qualified Leads Generated (Qty.): \_\_\_\_\_ Orders/Sales (Qty.): \_\_\_\_\_  
 Number of booth staffers: \_\_\_\_\_ Number of exhibit hours: \_\_\_\_\_  
 Cost per visitor: \_\_\_\_\_ \*Note: National average for cost-per-visitor reached is about \$165.

Evaluation of Staff performance (1-5 1 being lowest rating): 1 2 3 4 5  
 Notes: \_\_\_\_\_  
 Evaluation of Show Management performance (1-5 1 being lowest rating): 1 2 3 4 5  
 Notes: \_\_\_\_\_