

FIRST-TIME EXHIBITOR'S GUIDE




Planning is the key to exhibiting success. Whether you are an exhibiting newcomer or a seasoned trade show veteran, make the most of your exhibit participation with this First-Time Exhibitor Guide. Please reach out to DAC Exhibits Management at exhibits@2025dac.com if you have any questions!


9 - 12 months before the event

Define why you are participating in this event.

Set **SMART** goals and objectives. (**S**pecific, **M**easurable, **A**ttainable, **R**elevant, **T**imely).

 [Setting Exhibit Objectives Tip Sheet](#)

Set your budget for all event-related items (including marketing, exhibit build, shipping, travel expenses, promo/give-away items).

 [Budget Worksheet](#)

Start planning your **theme or sales message** for the event. Carry this theme throughout your booth activities, graphics, and giveaways.



Review the **Show / Booth Design Regulations and Rules and Regulations** - onsite adjustments can be costly. For example - what is included in my booth rental fee? Is floor covering required? Are hanging signs allowed?

 [Display Rules](#)

6 - 9 months before the event


Plan your exhibit design

Do you have an existing booth and signage? Will you rent or custom-build your booth? What will you need to order (furniture, floor covering, signage, etc.)?

Be aware of booth design or hanging sign regulations and submit any drawings to exhibits management if needed.


 [Booth Design Tips](#)

Design exhibit/signage elements fitting with your theme.

 [Booth Graphic Copy That Connects](#)



Review **sponsorship and advertising** opportunities to extend your branded reach beyond your booth, and determine which fit into your budget and exhibit goals. Look for both paid and free opportunities to enhance your participation. Secure selected opportunities.

 [Promotional Opportunities](#)

Content compiled from various industry resources.

3 - 6 months before the event

Read through the exhibitor manual - noting any advance order deadlines, shipping timelines, etc.



Exhibitor Manual
coming soon

Determine how you will ship your materials.

Be sure to plan for post-show shipping.



Shipping Tips

Register booth staff and make travel arrangements.



Housing
Exhibitor
Registration

Review and update your **online exhibitor listing**.



Exhibitor
Listing

Plan for **literature and product samples**, or order **promo items** to give out in your booth.



Tips for Tradeshow
Giveaways

Begin to promote your participation in the event.

- Use the graphics/resources available.
- Add details to your email signatures, and social media posts. **#62DAC**
- Develop a show-specific webpage advertising your participation.
- Develop a plan to reach out to customers and prospects and invite them to visit you in your booth.



6 Tips to Increase Traffic with Pre-Show Promotions

2 months before the event

Place orders for goods and services by advance pricing deadlines (furniture, floor covering, utilities, booth labor, catering, lead management, etc.) Know the shipping timelines for warehouse and direct shipments. Pre-order labor for move-in and move-out... shoot for the start of the workday to get labor times guaranteed.



Exhibitor Checklist



Quick Facts

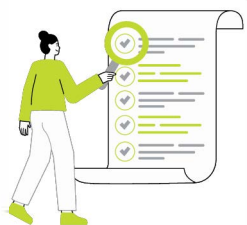


Official Contractors

Submit any Exhibitor-Appointed Contractor (EAC) paperwork.



EAC
information



Confirm any appointments with customers and prospects to visit you in your booth.

Schedule a **pre-show meeting** with onsite staff. Identify staffing schedule and responsibilities.



Exhibit Booth Staff Tips

Finalize and rehearse any in-booth presentations, booth giveaway procedures, etc.

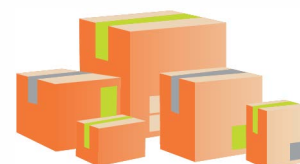


Plan for on-site **lead collection** and post-show follow-up.



Lead Follow-Up Tips
Order Lead Retrieval

Finalize shipping plans, and utilize the shipping labels found in the exhibitor manual. Ensure on-site staff have shipping tracking numbers, and plan for return shipping.



Content compiled from various industry resources.

2 - 3 weeks out

Ramp up promotion about your participation in the event.

Use the [graphics/resources](#) available. Add details to your email signatures, and social media posts. #62DAC
Order an [Attendee List Email Distribution](#) or plan for your own a pre-show email blast.

Track your shipments before you get to show site, and ensure onsite personnel have all shipment tracking details.

Don't leave your attendee booth traffic to chance - **invite your customers and prospects** to visit your booth.

At Show

Check that all **shipments** have arrived, and **track** any shipments as needed.



[Move-in Tips](#)



Check-in at the service desk on any labor orders.



[Labor Tips](#)

Once empty and unpacked, **label empty boxes** for storage.

EMPTY

Conduct an **in-booth staff meeting** to familiarize your team with the booth layout, responsibilities, lead collection plan, etc.

Test all technology, internet connections, lead collection programs, etc. before the exhibits open.



Confirm plans for outbound shipping and dismantle labor.



[Move-Out Tips](#)

Sign up for next year's event in the Exhibits Office.



Bring a great attitude and **engage with attendees** who visit your booth!

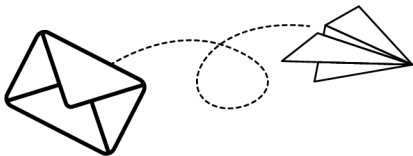
Collect leads from booth visitors.



[Lead Management & Follow Up](#)

Post-Show

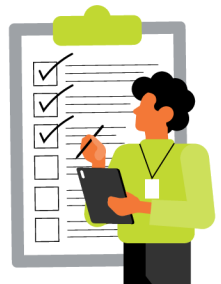
Follow up on collected leads.



Evaluate the show's success based on the **SMART** objectives identified.

Complete the show management **exhibitor survey** - this is your opportunity to provide valuable feedback to the show organizers.

Content compiled from various industry resources.



Additional Resources

[DAC Website](#)
[Partnership Opportunities](#)
[Exhibitor Manual](#)
[DAC Exhibits LinkedIn Page](#)



Contact Us

Contact DAC Exhibits Management at exhibits@2025dac.com, or call (630) 434-7779