

# VisitScotland Expo Exhibitor Planner



RHC, Ingliston, Edinburgh 25 - 26 April 2012

	Action	When	Done
			Tick
Dec	Book interest in providing products and services for VisitScotland expo familiarisation trips via <a href="http://surveys.visitScotland.org/expo2012familiarisationtrips/">http://surveys.visitScotland.org/expo2012familiarisationtrips/</a>	From December	
	Take advantage of the sponsorship opportunities at VisitScotland Expo via email to <a href="mailto:anmarie.meaney@visitscotland.com">anmarie.meaney@visitscotland.com</a> by telephoning 0131 472 2431.	Ongoing	
January	Once you have registered and received your username & password, login to check your company details and submit your online description ( <i>these details will be published in expo Showguide</i> ).	Immediate	
	Remember to book your accommodation for your stay at VisitScotland expo	From January	
	Take advantage of Appointments system by announcing your attendance to your target Buyers.	From January	
	Invoice to be issued - 100% payment for stands at VisitScotland expo 2012.	From 8 January	
	Book your advertising in the official expo showguide. Refer to <a href="http://www.visitScotlandexpo.com">www.visitScotlandexpo.com</a> for details.	From 12 January	
	Order your exhibiting stand personnel badges. Refer to Exhibitor Manual via the <a href="#">Exhibitor Zone</a> .	From 25 January	
	Take advantage of Travel GBI – The Official Publication of expo - to highlight your products at expo via email to <a href="mailto:travelgbi@talk21.com">travelgbi@talk21.com</a> (subject: expo Advertising).	January - March	
February	Plan how to get to VisitScotland expo and consider sharing transportation: Log on to the Travel Information section of <a href="http://www.visitScotlandexpo.com">www.visitScotlandexpo.com</a>	Immediate	
	Order your Networking Evening tickets via <a href="http://www.visitScotlandexpo.com">www.visitScotlandexpo.com</a>	From February	
	Submit your company Press Release via email to <a href="mailto:events@visitscotland.com">events@visitscotland.com</a>	From February	
	Plan your stand design, construction, fitting & display and agree sign off.	February	
March	Order furniture. Refer to Exhibitor Manual via the <a href="#">Exhibitor Zone</a> .	March	
	Order IT/telephones. Refer to Exhibitor Manual via the <a href="#">Exhibitor Zone</a> .	March	
	Order your electrical requirements. Refer to Exhibitor Manual via the <a href="#">Exhibitor Zone</a> .	March	
	Order water/waste. Refer to Exhibitor Manual via the <a href="#">Exhibitor Zone</a> .	March	
	Order shell scheme extras. Refer to Exhibitor Manual via the <a href="#">Exhibitor Zone</a> .	March	
	Order rigging. Refer to Exhibitor Manual via the <a href="#">Exhibitor Zone</a> .	March	
	Book a courier to deliver your stand literature and display material. Refer to Exhibitor Manual via <a href="#">Exhibitor Zone</a> for official courier.	March	
	Book your stand photography. Refer to Exhibitor Manual via the <a href="#">Exhibitor Zone</a> .	March	
	Final deadline for receipt of all space only stand design for approval	March	
	Ensure your name board requirements are correct. Refer to <a href="#">Exhibitor Zone</a> /Company details on <a href="http://www.visitScotlandexpo.com">www.visitScotlandexpo.com</a>	March	
April	Stand Bookings for Expo 2013 on sale	18 April	
	Final deadline for ordering exhibiting stand personnel badges online. Log on to the VisitScotland expo <a href="#">Exhibitor Zone</a> .	20 April	
	Build Up from 1400 – 1800hrs	22 April	

Key  Marketing  Operations  Travel  PR

# 18 Pieces of Advice to Organise Your Stand

## PLAN IN

## ADVANCE

1. Define the objectives you wish to pursue and create a budget based on these objectives.
2. Design a stand that will fulfil these objectives.
3. Identify which of the pre-registered Buyers are of interest to your company and why.
4. Announce your attendance at VisitScotland Expo to your target Buyers and urge them to make an appointment in your on-line diary.
5. Train the information and sales staff who are going to attend your stand, informing them of the objectives you aim to achieve.
6. Check appointments diary and identify what you want from each meeting and assign staff accordingly.
7. Review the deadlines on previous page in order to ensure you meet them.
8. Organise your Appointments Diary in advance.
9. Let VisitScotland know if you wish to offer hosting/special rates for Buyer familiarisation trips.

## MANAGE YOUR PARTICIPATION

## DURING THE EXHIBITION

10. Assemble your stand as early as possible in order to avoid last minute upsets.
11. Use exactly the right amount of time with each client. Optimising your time means achieving results. Focus on compiling their details so that you can contact them subsequently.
12. Strictly fulfil your Appointments Diary and make sure you have the right person on stand to greet the Buyer.
13. Never disassemble or abandon your stand before the trade fair concludes. This can be seriously detrimental to the image of your company and Scotland.

## DO NOT FORGET THE

## FOLLOW UP

14. Carry out an evaluation with your entire team.
15. Complete and return the Expo Evaluation form.
16. Assess your results. Know the potential value of business quoted and chase conversion.
17. Plan the follow up measures you intend to implement. This could be one of the most profitable measures you take.
18. Reserve your space for next year.