



This checklist will help you as your personal manual for planning, conversion and rework a successful fair appearance. If you have to plan fair participation many things have to be considered, usually everything at the same time. Examine on the base of this list, whether you have thought on everything and forgot nothing:

in Advance

No.	Theme	Person in Charge	Time Limit	done
1	Decision to take part at the fair			<input type="checkbox"/>
2	Approximately target			<input type="checkbox"/>
3	Fixing the budget			<input type="checkbox"/>
4	Planning the personal at the fair			<input type="checkbox"/>
5	Determine the focal points of your presentations			<input type="checkbox"/>
6	Compilation of advertising material <input type="checkbox"/> available advertising material _____ <input type="checkbox"/> new advertising articles _____ <input type="checkbox"/> advertising presents _____			<input type="checkbox"/>
7	Calculation and plan for costs <input type="checkbox"/> advertising in advance _____ <input type="checkbox"/> booth- and personal costs _____ <input type="checkbox"/> sales supply at the booth _____ <input type="checkbox"/> advertising afterwards _____			<input type="checkbox"/>
8	Contracting with the Operator			<input type="checkbox"/>
9	Conception and fixing of the presentation <input type="checkbox"/> briefing and conceptions of advertising strategies <input type="checkbox"/> responsibility <input type="checkbox"/> time limit <input type="checkbox"/> information to colleagues, customers and media			<input type="checkbox"/>
10	Checkup of the booth-location <input type="checkbox"/> stand neighbour <input type="checkbox"/> stand planning <input type="checkbox"/> lettering <input type="checkbox"/> light <input type="checkbox"/> empty space and depot <input type="checkbox"/> presentation possibilities and leaflet dispensers <input type="checkbox"/> talking places and chilling-zones <input type="checkbox"/> service points			<input type="checkbox"/>
11	Final stand planning <input type="checkbox"/> system booth or <input type="checkbox"/> individual booth <input type="checkbox"/> procurement			<input type="checkbox"/>
12	<input type="checkbox"/> Teaching the employees <input type="checkbox"/> Information of customers and media			<input type="checkbox"/> <input type="checkbox"/>
13	Finishing the advertising material			<input type="checkbox"/>
14	Organisation <input type="checkbox"/> odging <input type="checkbox"/> ware delivery and transport <input type="checkbox"/> booth equipment <input type="checkbox"/> insurance <input type="checkbox"/> advertising presents <input type="checkbox"/> catering <input type="checkbox"/> Pplanning the personal			<input type="checkbox"/>
15	Stand building <input type="checkbox"/> controlling and complemention <input type="checkbox"/> final taking over of the booth			<input type="checkbox"/>



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during the fair

No.	Theme	Person in Charge	Time Limit	done
16	Presentation			<input type="checkbox"/>
17	Contact conversations <input type="checkbox"/> ongoing reconditioning of customers wishes <input type="checkbox"/> sending prepared answering letters <input type="checkbox"/> fixing dates <input type="checkbox"/> giving the information to the employees			<input type="checkbox"/>
18	Competition			<input type="checkbox"/>
19	Dialogues to the media			<input type="checkbox"/>
20	Daily reviews and comparisons of the experiences			<input type="checkbox"/>
21	Final review			<input type="checkbox"/>

after the fair

No.	Theme	Person in Charge	Time Limit	done
22	Controlling the return of the ware			<input type="checkbox"/>
23	Booth dismantling			<input type="checkbox"/>
24	Controlling the return of the working material and the advertisement			<input type="checkbox"/>
25	Processing the open orders, invoices and appointments			<input type="checkbox"/>
26	Creating the journal			<input type="checkbox"/>
27	Complaints			<input type="checkbox"/>
28	Script to sales, marketing and management			<input type="checkbox"/>
29	Debriefing			<input type="checkbox"/>
30	Presenting the customers datas to the sales manager - postprocessing			<input type="checkbox"/>
31	Cost accounting			<input type="checkbox"/>
32	Measurement of results			<input type="checkbox"/>
33	Contact conversations			<input type="checkbox"/>

Checklist for the booth assembly

<p>WE NEED THESE ITEMS FOR OUR BOOTH:</p> <ul style="list-style-type: none"> • desks, chairs, bar-stools, sitting-groups, cabinets • floor covering • presentation bars and desks • audio- & video equipment • plants and decoration material • lettering • all important electrical-, water- and telecommunication supplies <p>IMPORTANT DOCUMENTS FOR STAND APPROVAL PURPOSES (FOR CHANGINGS):</p> <table style="width: 100%;"> <tr> <td><input type="checkbox"/> floor plan</td> <td><input type="checkbox"/> front elevation</td> </tr> <tr> <td><input type="checkbox"/> side elevation</td> <td><input type="checkbox"/> static plan</td> </tr> <tr> <td><input type="checkbox"/> wiring diagram</td> <td><input type="checkbox"/> technical specification</td> </tr> <tr> <td><input type="checkbox"/> consent declaration from the neighbouring stand tenants</td> <td></td> </tr> </table>	<input type="checkbox"/> floor plan	<input type="checkbox"/> front elevation	<input type="checkbox"/> side elevation	<input type="checkbox"/> static plan	<input type="checkbox"/> wiring diagram	<input type="checkbox"/> technical specification	<input type="checkbox"/> consent declaration from the neighbouring stand tenants	
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