

A Potted Guide to Exhibiting



COVER THE BASICS AT EVERY STAGE: This is a tasty one-pager which wraps up key activity throughout the entire exhibiting cycle.

BEFORE THE EVENT

AFTER THE EVENT

Promote through email and social media to push stand visibility.

Promote through email and social media to connect and build relationships.



SHOW TIME

Monthly Milestones

Weekly Wish Lists

Weekly Wish Lists

Monthly Milestones

Careful planning leads to strong results

So spend some time doing this upfront. Use our handy Exhibitor Training Modules, they'll show you just that. Find them all at www.etf.com.au

For more information, contact your Exhibitions & Trade Fairs' representative. They can help you through the guides and answer any questions you have. After all, if you're going to ask a question, ask an expert!

Exhibitions & Trade Fairs has been creating and delivering award winning exhibitions and conferences since the 1970s. Around Australia and across the world. B2B and B2C. Large and small.

Our team has experience across incredibly diverse sectors, from energy storage, construction, mining, oil & gas, irrigation, automotive, manufacturing, to travel and lifestyle. We offer a full suite of services, so we tailor what we do for different organisations depending upon their needs. The result is an excellent event — from its quality as an industry-building tool to its ROI.