

Exhibitors guide

Your guide to a successful event

PLANNING

1

6-4 months before

- Book your stand
- Define purpose and set goals with your participation at the event
- Learn more about the exhibition media and how to get the most out of exhibiting

ORDERING

2

3-1 months before

- Order products and services in time to get the best price
- Check the list of “important things” in Event Planner
- Advertise and expose your participation at the event and fill out your Digital Stand

FINAL SPRINT

3

3 weeks before

- Register your stand personnel for exhibitor cards
- Invite your guests
- Book transportation of your goods

INSTALLATION

4

- Check your orders and deliveries
- Make sure your stand personnel is well prepared regarding planned activities and goals
- Visit Service Center on site to make additional orders

FOLLOW UP

6

directly after

- Collect feedback from surveys
- Follow up results and evaluate your measurable goals
- Book your stand at the next event for best price and placement

DURING THE EVENT

5

- Get your visitors' attention
- Engage and motivate your stand personnel
- Get your visitors to take part of your stand activities

Your participation in an event should be easy to execute. To help you on your way we have created a guide containing the most important activities for you as an exhibitor to consider – before, during and after the event.

For advice or recommendations –contact us at eventservice@stockholmsmassan.se, or call us at +46(0)8-749 44 44

