



10 – 11 OCTOBER 2026

War Memorial Stadium
2 Dixon Street
MASTERTON

TRAINING WORKBOOK MANUAL

2026

Thank you for being part of the inaugural Masterton Home & Lifestyle Show.

This manual has been designed to help you get the greatest possible value from your participation.

A successful exhibition is about much more than setting up a great looking stand, it is about attracting the right people, starting conversations, identifying genuine prospects, creating memorable experiences and following up afterwards.

The exhibitors who achieve the best results are generally those who plan, train their staff, engage visitors positively and have a clear idea of what they want to achieve.

Whether you're a regular exhibitor or a 'newby' you can always learn something new.

Comprehensive housekeeping details are contained in the Exhibitors Manual which is available [HERE](#).

Presented by
Christine Neil
Exhibition Director

Mobile 0274 883 358
info@mastertonevents.nz
mastertonevents.nz

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WELCOME

It is important that you understand what exhibiting at the Home & Lifestyle Show is all about. This training manual is designed to help those who are new through to experienced exhibitors plus the staff who will be on your stand.

The Show will bring together businesses, products, services and ideas to help people improve their homes, gardens and lifestyles. The variety of businesses is one of the show's strengths.

Visitors may come looking for one particular product but discover several other opportunities while they are there.

An exhibition is different from advertising.

Advertising says: "*Here is our business. Here is what we sell.*"

An exhibition gives you the opportunity to **have a conversation**.

Your job is to make sure they remember you

THE VISITORS

Over two days you will see thousands of visitors walking through the event.

You will not be able to speak to every person, so you must start pre-selecting ahead of time to make sure that the best prospects reach you.

We target a specific audience with the need, desire and wherewithal to follow through and finalise a sale. You can enhance your results by following a few rules.

- | | |
|---------------|--|
| FIRST | promote ahead of the event so that interested people will know you are taking part
(<i>Facebook; Websites; media and database marketing</i>). |
| SECOND | understand how to approach the visitor to discover if they are a potential client |
| THIRD | have a very clear message on your display that will weed out those who are definitely not interested |

Who are the visitors?

Most of them are already home-owners and those who are renting are usually planning to own in the future.

Our target market is 25yrs – 65yrs with an interest in their home and the means to carry out their plans.

We expect a mix of 60% females and 40% males.

On Saturday there will be more couples, this is a bonus as there are two decision makers together.

On Sunday there will be more family groups, sometimes three generations together. (*This is often our busiest day*).

Architects, designers, building and trade professionals

If these are an important part of your business, this is an ideal opportunity for you to personally invite them.

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SET YOUR OBJECTIVES

Show visitors may not have ever seen a brand like yours before. They may not purchase your product or service when they meet you at the event but by seeing you there, they will remember meeting a real person and yours will be the first brand they go to when needing a product/service in your field.

Before the show, decide what success means for your business.

Your objective might be:

- ☐ Brand awareness
- ☐ Build an image
- ☐ Keep company profile high
- ☐ Attract new clients
- ☐ Build loyalty with existing clients
- ☐ Launching a product/service
- ☐ Promote a new product/service
- ☐ Sell product immediately
- ☐ Take orders for product
- ☐ Book appointments
- ☐ Generate sales leads
- ☐ Building a database
- ☐ Location identification of shop/showroom
- ☐ Weigh-up competitors/watch trends
- ☐ Identify new markets

Don't simply say: *"We want lots of people to visit our stand."*

Set measurable objectives, for example:

"We want 50 qualified leads, 15 appointments and 10 immediate sales".

This gives you and your team something to work towards.

Before the show, determine:

- How many leads do you want?
- How many sales would you like?
- How many appointments do you want?
- What product or service are you concentrating on?
- What is your special show offer?
- How will you capture visitor details?
- Who will follow up?
- How quickly will you follow up?

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PRIORITISE YOUR GOALS AND KEEP FOCUSED

Your **PRIMARY** Goal is

.....

Your **SECONDARY** Goal is

.....

You would also like to achieve

.....

SET REALISTIC GOALS

Thousands of adults will be visiting the event over two days. Setting realistic goals means looking at your normal sales figures for a similar month and then pushing yourself to gain more.

The real secret to getting maximum returns is to be very organised. Ask questions to qualify leads, record information and have systems in place to follow up afterwards.

If there is a delay in the follow up leads go cold and you effectively hand the business to a rival company.

Every single lead is a hot prospect, and you don't have to do anything else to get their business if you have qualified them properly on the day.

Make sure your collection of data for these leads is spot on; ask the questions you need to have answers to; meticulously record the details and do not confuse busyness with business.

Your main objective:

Your target customer:

Your key product/service:

Your main customer problem you solve:

Your key message:

Your show special:

Your lead target:

Your appointment target:

Your sales target:

Your lead follow-up person:

Your follow-up timeframe:

Your call to action:

STAFF BRIEFING

Before the show, hold a short team meeting to discuss:

Our objective: *What are we trying to achieve?*.....

Our ideal customer: *Who are we looking for?*.....

Our key message: *What do we want people to remember?*.....

Our offer: *What special opportunity are we presenting?*.....

Our qualifying questions: *What do we need to know?*.....

Our follow-up process: *Who will contact people after the show?*

Remember

Visitors have chosen to spend their weekend at the Show because they are interested in their homes, their gardens, their lifestyle and their future plans.

Your job is to **help them discover something useful**. If you do that well, your business will stand out.

Know Your Customer

Your staff need to know exactly who your ideal customer is, before the show, discuss:

Who are we looking for:

- | | |
|-----------------------------|--------------------------|
| Homeowners? | ☐ |
| People building? | ☐ |
| People renovating? | ☐ |
| People selling? | ☐ |
| People buying? | ☐ |
| Landlords? | ☐ |
| Retirees? | ☐ |
| Young families? | ☐ |
| Lifestyle property owners? | ☐ |
| Garden enthusiasts? | ☐ |
| Health-conscious consumers? | ☐ |

What problem do we solve? *This is one of the most important questions you can ask. People are generally more interested in solving a problem than buying a product.*

PROMOTING YOUR BUSINESS BEFORE THE SHOW

Don't rely entirely on the show organiser's marketing. The most successful exhibitors **promote their own attendance**.

Research shows that pre-promotion of your attendance at a show will help target your prospective clients. They come looking for you, expect to do business and have less distraction from other Exhibitors.

You can achieve this by:

1. Using existing communications to your current and prospective clients and your database (all for free!).
e.g. **'See us at the Masterton Home & Lifestyle Show 10 – 11 October 2026'**
 - put in the message field of invoices
 - promote on your web site and Facebook page (*your can use the article you approved for the Show*).
 - add a bottom line to your emails
 - put it in your voice message on the phone
 - add by-line to your newspaper ads
 - add a tag-line to radio ads

2. Satisfied clients are more likely to buy from you again and are very good free promoters of your company by their word of mouth recommendation.
3. Send out information to your customer databases – if all our exhibitors invited just 20 people we could increase the visitor numbers, and everyone would benefit.
4. Use our Show Guide promotion in the Wairarapa Times Age to advertise and be included in the editorial. This will be published on the 7th October and we will contact you with the information.

Using Social Media During the Show

Take photographs and videos throughout the weekend.

You can include:

- Stand setup
- Staff
- Product demonstrations
- Customer interaction
- Seminar presentations
- New products
- Show specials
- Prizes
- Behind-the-scenes material
- "Come and see us" posts

Example

'We're all set up'

'Come and see us at the Masterton Home & Lifestyle Show this weekend at War Memorial Stadium'.

'We're showcasing [PRODUCT/SERVICE] and have a special show offer available'.

'Come and say hello!'

CAPTURING BUSINESS

Selling at the event differs from your in-store, workshop or telephone selling techniques in several ways.

1. By coming to the event, the visitors are interested but not necessarily in your product or service. The way you present your stand and yourself is what is going to get their attention for you to do business with them.
2. There will be a lot of distraction and stimulation from other stands and visitors. Your stand is their window to your world. **Make it sparkle.**
3. The exhibition timing is not of their choosing. Visitors come to the exhibition when it is on, which may not be the time that they need your product or service. This is the time to capture them while they are still gathering information so that when they come to choose their supplier you will have made an impression and answered their questions so that they need not look any further.

You can address the above by changing your usual selling methods:

Ask opening questions that cut down on browse time

Qualify (do they live in your area etc)

Involve them in some way (*touching your product, measuring, switching etc.*)

Give information in exchange for information (e.g. "What's the delivery time?" - "When do you want it?")

You will quickly know who the serious clients are when you **QUESTION AND QUALIFY**

Things To Avoid

- Standing with arms crossed and legs apart like a guard.
- Standing on the edge of the stand and cajoling people in.
- Hovering behind visitors.
- Chatting with stand colleagues or other Exhibitors when visitors are on your stand.

- Invading personal body space.
- Not making eye contact.
- Talking and not listening.
- Looking bored.
- Texting or using a mobile phone – turn it off.

IF YOU DON'T ASK FOR THEIR BUSINESS - YOU DON'T DESERVE IT

How to Start a Conversation

Avoid questions that can be answered with "yes" or "no", instead of "Can I help you?" try

"What brings you to the show today?" or:

"Are you working on a project at home at the moment?" or:

"Are you building, renovating or simply getting some ideas?" or:

"What are you hoping to find at the show?" or:

"Have you seen anything here today that has caught your eye?"

Use your own words - these questions encourage conversation.

Questions That Qualify Clients

Once the conversation starts, learn about the visitor. You don't need to interrogate them, keep it conversational.

Useful questions include:

Project	"What are you planning to do?"
Timing	"When are you looking at starting?"
Location	"Where are you based?"
Decision making	"Are you making the decision yourself or is there someone else involved?"
Budget where appropriate	"Have you set a budget for the project yet?"
Previous research	"Have you spoken with anyone else about it?"
Next step	"Would it be helpful for us to arrange a time to come and have a look?"

The purpose is not simply to collect names, the purpose is to identify 'genuine clients'.

Demonstrations and Interactive Displays

If you can demonstrate your product, do it, people remember experiences better than brochures.

Consider:

- Demonstrations
- Samples
- Touch and feel products
- Before and after displays
- Product comparisons
- Videos
- Live demonstrations
- Mini consultations
- Interactive displays
- Quizzes
- Measurements
- Product testing

A demonstration should answer:

- What is it?
- How does it work?
- What problem does it solve?
- Why is it better/different?
- What should I do next?

On Going Business

As mentioned, visitors will be attending the event at different stages of their buying cycle.

With good questioning, knowledgeable staff and well-tailored information you are well on the way to capturing their business when they are ready to buy.

Record enquiries: Have a method of recording consistently through the two days. When recording details give this prospective client a very clear idea of what will happen next. Make your own record of what you have said.

After the event: Follow up. Collate your enquiries by sales person/ geographic area/time line/product line. Ensure that records are kept to follow up at the appropriate time. If your product is seasonal, make sure you put the contact in the 'forward planning' diary.

A prize draw on your stand: All the entries for your prize draw are now your new database. Take time to enter their details in your recording system and contact them within 10 days of the event by email, phone or post and offer them some other incentive to do business with you.

Use this database: Now that you have a list of people who are interested in your product make sure you include them in your database for newsletters, sale notification, new releases, trade nights etc.

Take advantage of the Home & Lifestyle's database: If you provide us with a prize you will receive a copy of the database collected at the entry of the show which has specific questions relating to the customers plans. By next year when you exhibit with us again this will form your database. Even if they have already bought from you, they will be good word of mouth ambassadors, and if they are still thinking of buying, they'll remember your name.

Special Offers and Show Promotions

A show is an excellent opportunity to create urgency – your offer might be:

- Free quote or consultation
- Discount or bonus product
- Upgrade
- Extended warranty
- Free delivery
- Free installation
- Show only package
- Prize draw
- Booking incentive

Make the offer easy to understand

Instead of: "Special pricing available." Try

SHOW SPECIAL – FREE DELIVERY ON ALL ORDERS PLACED THIS WEEKEND

The visitor should understand the benefit immediately.

Selling at the Show

Not every business will complete a sale at the show. For some businesses the best outcome is an appointment, for others, it may be an order, or it may simply be generating a qualified enquiry.

Know your sales process

A simple exhibition sales process:

ATTRACT → ENGAGE → DISCOVER → DEMONSTRATE → QUALIFY → CLOSE → FOLLOW UP

The "close" doesn't always mean a sale, it could mean:

- "Let's book a time for us to come and measure up" or:
- "I'll email you the information this afternoon" or:
- "Let's arrange a consultation" or:
- "Would you like me to prepare a quote?"

Always give the visitor a clear next step.

Handling Questions and Objections

Visitors may say:

"It's too expensive" Don't immediately argue **try** "I understand, what were you hoping to spend?"

This gives you more information.

"We're just looking" A good response "That's fine. What sort of project are you considering?"

This keeps the conversation open without pressure.

"I'll think about it" **try** "Of course, is there anything in particular you'd like more information about before you decide?"

You may discover the real objection.

"I need to talk to my husband/wife/partner" **try** "Of course, would it help if I gave you some information to take home? We can also arrange a time when you're both available"

Remember:

- Never criticise a competitor or a fellow exhibitor
- Never argue with a visitor
- Never make promises you cannot keep
- Never pressure someone into a decision they are not ready to make

MAKING YOUR STAND WORK FOR YOU

"A picture is worth ten thousand words" Frederick R Barnard "Printers Ink" 10 March 1927

With thousands of people looking at your stand over two days your message needs to be very clear. In an event with many other exciting displays, you need to convey your message at a glance.

You have four methods of getting this message across:

1. **Stand layout**
2. **Product display material**
3. **Signage**
4. **Staff**

Stand Layout

- a) Don't put up barriers that prevent visitors from walking onto your stand (*tables and chairs are not ideal, if you must have them keep them small and at the back of the stand unless you are demonstrating a product*).
- b) Attract people with samples they can pick up, feel or smell at the front of the stand (*I don't recommend sweets or giveaways unrelated to your product, this just attracts 'sweetie hogs'*).
- c) Limit the number of chairs for your staff – they are called 'stands' for a reason.
- d) Make the display eye-catching
- e) Add a "wow" factor
- f) Include space for visitors to stand
- g) Have it all well lit
- h) Add atmosphere with sight, sound, smell, touch

A dull stand can be overlooked in the visitors' desire to see everything. This is the time to pull out all the stops and really go to town with your product prominently displayed and promoted.

No time for shrinking violets.

Making Your Stand Work from a Distance

Stand in the aisle, look at your stand and ask yourself:

From 5–10 metres away: Can I tell what this company does? ☐

From 3 metres away: Can I see something interesting? ☐

From 1 metre away: Is there a reason for me to stop? ☐

Once I stop: Is there someone friendly available to talk to me? ☐

After the conversation: Do I know what I should do next? ☐

If the answer to any of these is "no", improve the stand.

Display Material

- a) Work out the direction the traffic flows and make sure your key message is clear and facing the main flow.
- b) Present technical information in its simplest form – you only have a few seconds to convey your message.
- c) Use the top 1/3 of your stand to convey your most important message – when the show is busy the lower sector of your stand will be obstructed by visitors.
- d) Your logo may be important to you however it may not attract visitors. Don't waste the prime real estate on your stand by promoting your logo (*unless it has a clear message of who you are and what you have on offer*).

Signage is your silent seller

- It speaks to the visitor when you can't
- It needs to be concise and targeted to the audience
- Easy to see and read
- Enough information to attract attention
- Put your important messages in a prime position depending on the traffic flow.

It should contain

- A Hot Spot or Headline Statement
- A brief statement of what you are selling
- Important features and benefits and/or unique points
- Your company name and location whether (website, email or phone).
- Q-codes on display material enable people to capture your website on their phone if you are busy
- Back up information like size and colour options, photographs, testimonials, other models
- Push your message further into the consciousness of the visitor by having your company name on price or information tags on your products.

All this adds up to 'Getting Known' - they can't do business with you if they don't know about you.

STAFF

Choosing right staff for your stand is crucial. The visitor research we have conducted over many years contains more comments about staff performance than any other sector.

The main complaints have been:

"Too busy talking or sending texts on mobile phones or playing with their computers to talk to us"

"More interested in getting our contact details for their database than explaining or demonstrating the benefits of their products or services"

"Too busy talking to their colleagues on their stand"

"We waited for some time while a staff member chatted with friends"

"The person on the stand didn't seem to understand their product"

And one gem was – *"ignoring us and reading a book at the back of a stand"*

Don't roster on staff who do not want to be there.

Rotate Staff – 4 hourly sessions are ideal or ensure that they can get short breaks every 2 hours as well as a lunch break daily.

Presentation

Attention to dress code You have one chance to make a good first impression.

Treat the feet Men wear two pairs of thinner socks, ladies change heel heights daily.

Keep up fluid intake Talking non-stop is very dehydrating.

Know The Venue

Access on the day; Fire Exits; Toilets; Exhibitor Lounge; Seminar room

Know Your Stand

Product details and options; Brochures and give-aways; How to make a sale; Eftpos/cash stash; How to record and file enquiries; Prize draw details and entry box

Staffing roster

Allow 15 minutes hand-over time so handouts can be replenished, stand tidied and stand kept secure.

Keep staff enthusiasm levels high by arranging short refreshment breaks and meal breaks. There is a private Exhibitors' Lounge.

Organise

Diary or system to make appointments; Business cards (*you'd be surprised at how many people run out of these*); Name badges (*we do supply Exhibitor badges however you may want to use your own company badges*); Pens.

Staff Schedule

BUILD UP

12noon – 8pm Friday 9 October

PRE-SHOW

8am – 10am Saturday 10 October

9am – 10am Sunday 11 October

VISITOR HOURS

10am – 5pm Saturday 10 October

10am – 4pm Sunday 11 October

PACK DOWN

4.15pm – 6pm Sunday 11 October

NO EARLY DEPARTURE: PLEASE DO NOT START PACK DOWN UNTIL HALLS ARE CLEARED OF VISITORS

If you are not removing all your goods at this time, please ensure that you take down all signs and display material off the panels to enable them to be dismantled.

EVENT OPPORTUNITIES

Seminars

Daily seminars are very successful and provide hot prospects who give you 20 to 25 mins of their time to sit and listen to your topic.

We have a seminar area in the Masterton Venue all set up with the necessary equipment and we intend to run seminars from 10.30am to 4pm Saturday, 10.30am to 3.30pm Sunday.

The most popular seminars are educational, informative and entertaining (*rather than purely product or service driven*) however you do have plenty of time to promote your business and expertise in your field.

There are many benefits of presenting at the seminars including extensive marketing in the newspapers, Show Guide, display posters, digital platforms, websites etc. (*and the public perception is that presenting companies are industry experts and really know their stuff!*).

This is a free service for our exhibitors (*some terms and conditions apply*) so if you have a topic which will be interesting and attractive to our visitors let me know ASAP Christine Neil info@mastertonevents.nz

Database collection

If you plan to offer a prize at the event, we can do your data collection (*plus offer various levels of free promotion*).

- Increase your lead generation beyond the borders of your stand
- Modernise your data collection and do away with old fashioned bits of paper and manual data entry
- Save time and valuable space on your stand.

We offer an excellent opportunity for you to receive valuable business leads from the event.

Our touchscreen survey kiosks will be located at the entrance of the Show, and we can supply you with a permission based electronic database and invaluable research which defines the interests and buying patterns of clients.

In addition, you will be supplied with the online entries we receive on our website www.homeprize.co.nz

This is also a free service for our exhibitors so contact us to discuss this amazing opportunity.

PR Information

If you are launching new products, have a great Show Special, competitions, giveaways or anything else you can share let us know so we can include it in our Social Media and PR campaigns, please let us know. We need your input to get the message out. E info@mastertonevents.nz

Website Promotion

Don't forget to advertise your presence and a link to the Home & Lifestyle website on your website and as a signature on your emails. www.mastertonevents.nz We are writing promotional pages for each of our exhibitors and putting them on our website and Facebook page, you are welcome to use the link to your article in your digital marketing initiatives.

Newspaper Promotion

We will have a Show Guide insert in the Wairarapa Times Age on Wednesday 7th October. They offer exhibitors a discounted advertisement specifically promoting their business in the Guide. We will contact you closer to the show.

WHY A PRIZE DRAW?

A prize draw can be a give-away of your product or service, but you could gain nothing in return. Done well it can highlight your company and product, create a demand, enhance your data base, provide market research and gain you long-term business.

IT'S NOT WHAT YOU GIVE BUT WHAT YOU GET THAT COUNTS

Determine what prize will be a big enough draw card to catch the attention of your visitors. Make the prize relevant to the amount of business you expect to achieve. (*e.g. you will have to sell a lot of kitchens if the prize was a \$60,000 kitchen*).

The design of the entry form must get you what you want, as well as asking for name, address, phone, email, you need several crucial components:

1. Ask a question that will help you when you follow up.
(*How old is your bed? Under 1yr: 2-5yrs: 5-10yrs: 10+yrs*)
Knowing beds start becoming uncomfortable in that 5-10 year period it immediately singles out your hot prospects.
Even those with a newer bed may be interested in a trade in/trade up.
Look at the age group – do they need single beds for children?
2. If relevant, ask a time qualifier.
(*When do you plan to replace your kitchen? This year: 1-3yrs: 3-5yrs*)
This means you can put them on your database for newsletters and when you replace show kitchens they can be invited along to see the new installation.
3. Ask permission to follow up.
Would you like information when new stock arrives?
Would you like to join our email newsletter club, featuring club specials?
Would you like information on our trade evenings?

THIS INFORMATION IS VERY VALUABLE – BUT ONLY IF IT IS FOLLOWED UP

- You now have a wealth of information about clients who are interested in your product.
- You won't have to spend a lot of money re-capturing their attention.
- You don't have to explain your product to them.
- You just need to **FOLLOW UP** and **ASK FOR THE BUSINESS**.
- You can get many months/dollars of business if this is done well.

If attracting customers to your store is important, try making the offer valid only if they present it to the store over the next 10 days. This will result in fewer entries, but it means you will get additional foot traffic to see your stock.

CONSIDER

- Home Show specials
- Discount vouchers
- Competitions

Home & Lifestyle can help - see the information about database collection under Event Opportunities

PREPARING FOR THE SHOW

Do not leave preparation until the last minute.

Essential stand equipment

- ☐ Signage
- ☐ Brochures and Business cards
- ☐ Product information and price lists
- ☐ Order forms
- ☐ Lead sheets or a digital capture system
- ☐ Pens
- ☐ Tape
- ☐ Cable ties
- ☐ Extension leads
- ☐ Chargers
- ☐ Power boards
- ☐ Cleaning cloths
- ☐ Bin/bags
- ☐ Display stands
- ☐ Samples
- ☐ Demonstration equipment
- ☐ Promotional material
- ☐ Competition material
- ☐ Giveaways
- ☐ Staff name badges (We will supply Exhibitor Passes which you can order [HERE](#))
- ☐ Water for staff
- ☐ Comfortable shoes

Bring more brochures than you think you need, however, don't rely on brochures to sell your business. A brochure should support the conversation, not replace it.

Build Up

- ☐ Check all equipment
- ☐ Charge devices
- ☐ Pack signage
- ☐ Pack promotional material
- ☐ Pack lead forms
- ☐ Pack products/samples
- ☐ Pack cleaning supplies
- ☐ Pack a toolbox with scissors, tape, tools, tape measure, staples, pens etc.
- ☐ Confirm staff roster

When you arrive

Find your stand - check the stand number before unloading everything.

Unload efficiently - move vehicles away from loading areas as soon as possible.

Build the stand - put major items in position first.

Add signage - your branding should be visible from the aisle.

Arrange products - avoid clutter.

Check power - make sure cables are safe and don't create trip hazards.

Clean everything - fingerprints, packaging and rubbish should disappear before opening.

Test everything.

Check

- Screens
- Lights
- Demonstration equipment
- Audio
- Internet
- QR codes
- Payment systems

DURING THE SHOW

Before opening

Arrive early, do not arrive five minutes before the doors open. Your team should have time to:

- Turn on equipment
- Clean the stand
- Replenish brochures
- Check displays
- Review the day's objective
- Discuss staff roles
- Check seminar times
- Prepare lead forms

During the day

Rotate staff so people get breaks however, never leave the stand unattended. You can ask the show staff to look after your stand if you need a small break.

Keep the stand looking fresh throughout the day.

Replace:

- Brochures
- Samples
- Promotional items
- Business cards
- Competition forms

Remove rubbish immediately.

PACK DOWN

Do not start packing up while visitors are still attending, the final hours of a show can be extremely valuable. Some visitors arrive later because they have been busy during the day.

At the end of the show

- Secure customer information
- Save digital leads
- Photograph the final stand if useful
- Pack products carefully
- Remove rubbish
- Check storage areas
- Check under tables
- Check power points
- Check walls and floors
- Make sure nothing is left behind
- Follow venue instructions for removal

HEALTH, SAFETY & SECURITY

Every exhibitor is responsible for operating safely within their stand area.

Keep walkways clear - boxes, bags, electrical leads and stock must not create trip hazards.

Electrical equipment - use safe equipment and do not overload power supplies.

Demonstrations - If you are demonstrating anything potentially hazardous, make sure safeguards are in place.

Children - ensure products, displays and demonstrations are safe for children who may approach your stand.

Manual handling - use appropriate lifting techniques and ask for assistance with heavy items.

Security - do not leave valuables unattended.

Take particular care with:

- Cash
- Phones
- Tablets
- Computers
- Small high-value products
- Personal belongings (handbags)

QUICK CHECKLIST

Before the show	On set-up day
☐ Set objectives	☐ Find stand
☐ Determine your target customer	☐ Unload
☐ Decide your key message	☐ Build display
☐ Plan your stand	☐ Install signage
☐ Order signage	☐ Arrange products
☐ Prepare brochures	☐ Set up lighting
☐ Prepare samples	☐ Set up screens
☐ Develop a show offer	☐ Test demonstrations
☐ Organise a competition if appropriate	☐ Check QR codes
☐ Train staff	☐ Check power
☐ Prepare lead-capture system	☐ Remove packaging
☐ Prepare seminar material	☐ Clean stand
☐ Promote your attendance	☐ Brief staff
☐ Contact existing customers	☐
☐ Schedule social media posts	☐
☐ Confirm build up arrangements	☐
☐ Check equipment	☐
☐ Charge devices	☐
Each morning	During the show
☐ Arrive early	☐ Smile
☐ Clean stand	☐ Acknowledge every visitor
☐ Check displays	☐ Ask questions
☐ Replenish brochures	☐ Listen
☐ Check competition entries	☐ Demonstrate
☐ Charge devices	☐ Qualify
☐ Check stock	☐ Capture leads
☐ Review daily objective	☐ Record useful notes
☐ Review staff roster	☐ Book appointments
☐ Check seminar schedule	☐ Keep stand tidy
☐	☐ Take breaks
☐	☐ Stay positive

After the show		
☐	Secure all leads	☐ Back up digital information
☐	Classify leads	☐ Contact hot leads
☐	Contact warm leads	☐ Send requested information
☐	Send quotes	☐ Make appointments
☐	Measure results	☐ Review what worked
☐	Review what didn't	☐ Record lessons for next time

CHECK LIST OF ESSENTIAL PLANNING HAVE YOU ORGANISED

Stand design

Staff roster

Insurance (including in-transit)

VIP Invitations

Brochures/leaflets/photos

Lighting and electrical requirements

Equipment hire

Travel

Accommodation

Advertising

Events, competitions, give-aways

A/V and TV Hire

Signwriting/Display material.....

Transportation/freight

Uniforms/name badges (*Home & Lifestyles provides badges with your company and staff member's name*)

Printing: order forms/business cards/follow-up letter

Fresh flowers

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