

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

DURING THE EVENT

5

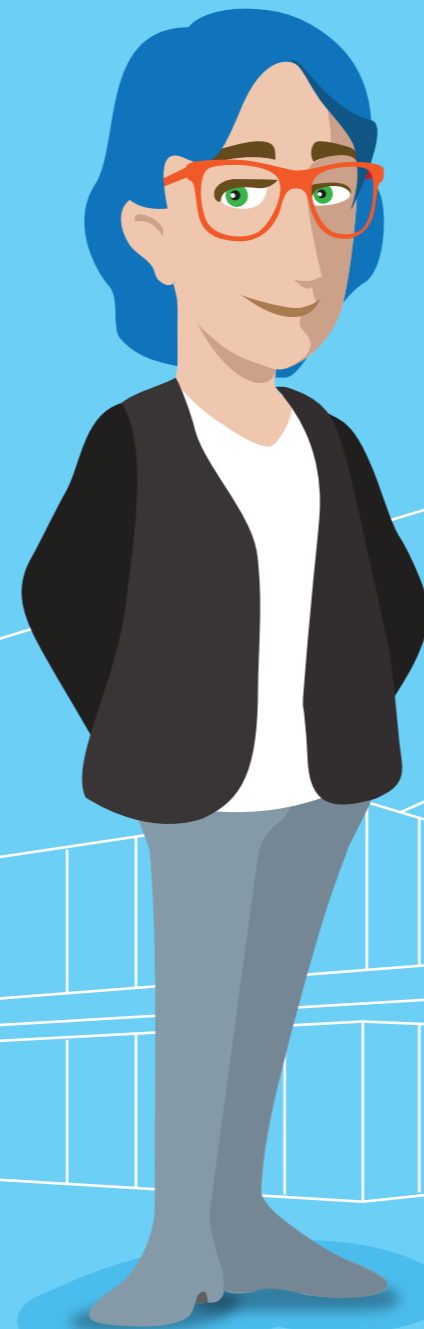
- Get your visitors' attention
- Engage and motivate your stand personnel
- Get your visitors to take part of your stand activities

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



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