

FMS Tradeshow Exhibitor Planner

Event Name:

Event Location:

Event Coordinator _____

Event Dates:

Booth Number: _____

Event Budget \$ _____

Show Mgmt. Contact:

Booth Team:

Booth Phone: _____

Fax: _____

Cell Phones in Booth

Data Lines in Booth

EQUIPMENT

Quantity . . . Item Response . . .

Dollars

BOOTH

- _____ Order booth space [size: _____]
- _____ Order carpet [_____ inch pad; _____ color]
- _____ Order booth power [___ Std. or _____]
- _____ Order telephone
- _____ Order extra lighting [_____]
- _____ Order furniture [_____]
- _____ Order plants [_____]
- _____ Setup/test portable booth back at office
- _____ Inspect signage for repairs
- _____ Make new signs; repair worn signs
- _____ Fishbowl & sign for drawing
- _____ Inspect or acquire literature stand
- _____ Decide whether and how to tie in new IBM products
- _____ Decide on literature type and quantities
- _____ Produce all literature needed for show
- _____ Decide on giveaways/candy for traffic
- _____ Design art, order and pack giveaways
- _____ Pack tool box and repair supplies

TRAVEL

- _____ Select show team

- _____ Decide on show hotel rooms:
 - Room rate: \$_____/day) for [_____] rooms
- _____ Decide on arrival/departure times:
- _____ Decide on transportation:
 - Carrier_____
 - Flight from_____, flight to_____
- _____ Transportation for equipment:
 - Needed? ___ Yes ___ No
 - Carrier_____
 - From _____ To _____
- _____ Decide on need for car:
 - Days needed: _____
 - Car rental for [carrier_____ @ \$_____/day]
- _____ Meals [____ people @ \$____/ day per diem for _____ days]
- _____ Establish entertainment budget: [\$_____]

CONFERENCE SPEAKERS

- _____ Obtain talks and panel speaking opportunities for employees
- _____ Sign & flier for any presentations we are doing
- _____ Obtain Session Manager assignments
- _____ Identify speaker handouts
- _____ Identify presentation graphics
 - Slides_____
 - Transparencies_____
 - LCD display_____
- _____ Dry run of presentation

_____ Pre-check room for layout & audio-visual setup

LEAD CAPTURE

_____ Forms to capture leads at booth

_____ Reserve/rent credit card machine

CONTINGENCY

Misc. unexpected costs:
