

Step-by-step checklist

Useful links to guides and help	When to start	When to finish	✓
Join a Webinar	11 Mar	7 May	
Look at our FAQs	Now	13 May	
Check out our user guides	Now	13 May	

Registration	When to start	When to finish	✓
Exhibitor registration live	11 Mar	28 Mar	
Register booth partners	11 Mar	28 Mar	
Register booth staff	11 Mar	28 Mar	
Submit onsite contact details		10 May	
Badges sent via email	29 Apr		

Appointments	When to start	When to finish	✓
Submit group appointment preferences (coordinators for booths over 18sqm)	20 Feb	01 Mar	
Check group appointments (coordinators for booths over 18sqm)	18 Mar	28 Mar	
Exhibitor meetings schedules live	9 Apr	16 Apr	
Create booth presentations & events	9 Apr	16 Apr	
Buyer meeting schedules live	16 Apr		
Access & download leads report	29 Apr		
Badge scanning live (via the app)	29 Apr		
Meeting rating live	14 May		

Sustainable exhibiting	When to start	When to finish	✓
Review our guide to sustainable exhibiting	Now		
Sign up for the People & Planet Pledge	Now		

Booth construction - space only	When to start	When to finish	✓
Register booth constructor	Now	15 Mar	
Submit booth design - 2 storey booths	Now	21 Mar	
Submit booth design	Now	28 Mar	

Booth extras and costs	When to start	When to finish	✓
Catering	Now	23 Apr	
Electricity and water - early order deadline	Now	23 Apr	
WiFi	Now	3 May	
Computer and display equipment	Now	10 May	
Booth equipment and furniture	Now	11 May	
Electricity and water - final order deadline	Now	13 May	
Wired Internet	Now	14 May	

Press & PR	When to start	When to finish	✓
Contact PR team to request press conference	Now	26 Feb	
PR guide link	Now	26 Feb	
Submit press releases via Exhibitor Profile	15 Mar	24 May	
Invite your contact list to the show	Now		
Plan social media activity	Now		

Promotion & visibility	When to start	When to finish	✓
Complete company & individual profiles	11 Mar	28 Mar	
Check partners have completed their profiles	11 Mar	28 Mar	
Attendee list live	2 Apr		
Online exhibitor directory goes live	2 Apr		
Favouriting live	2 Apr		
Messaging live	16 Apr		
Recommendations live	16 Apr		

Sponsorship	When to start	When to finish	✓
Sponsorship opportunities *	Now		

* subject to availability