

Stand and Deliver

The following template can be used to brief your stand staff at an exhibition. Just fill in the details where prompted to remind you of all the important information that your team will need to know.

Exhibition Name:

Venue name and address details:

Hall number and stand location::

Dates and times of exhibition:

(Include daily show opening times along with exhibitor set up and breakdown times.)

Housekeeping:

(Inform staff about the location of toilets, fire exits, seating areas and refreshment stations.)

Reasons for exhibiting:

(Outline core messages and objectives.)

Target audience:

(Confirm your target audience and what actions you want them to take.)

Exhibition stand design:
(Explain the design concept and layout. Show staff where the supplies and literature are.)

Important activities:
(Cover details about what's happening on and off the stand each day, such as seminars/presentations and surveys. Confirm competition rules or prize draw criteria.)

List equipment and resources:
(Clarify what literature and giveaways are available and demonstrate how to use technological equipment for presentations, badge scanners, microphones etc.)

Visitor data capture and GDPR:
(Explain your company's policy on how you'll capture enquiries and leads to ensure GDPR compliance by all.)

Responsibilities of each staff member during the show:

Stand rota details:

(Provide a clear rota with timings so staff know when they need to be on the stand and when they can take breaks.)

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Notes

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