

Planning and Executing Pre-show Logistics (Cont.)

Translating the Budget Into an Executable Logistics Plan

Here is a general overview of logistics requirements. Responsibilities include but are not limited to:

- Review utility requirements of both the exhibit and equipment with proper in-hall service contractors.
- Make hotel and hospitality room reservations, if necessary.
- Prepare all show literature.
- Submit press kits, pre-show publicity, and advertising to trade and local publications and to the show's PR firm.
- Submit booth set up drawings to the installation contractor.
- Make all transportation and shipping arrangements.
- Distribute assignment schedules and show information packages to company personnel.
- Review products to be displayed at the show.
- Determine company insurance requirements and coverage for short-term show needs. Show management usually provides security service, but your company assumes all risk and responsibility for your property.
- Check exhibit hall storage capabilities.
- Begin preparation of exhibit properties and support materials.
- Be sure all required pre-payments have been made for exhibit space and show services.
- Be sure all contracts with outside suppliers are in order.
- Arrange for badges, follow-up forms, and exhibit space furnishings.
- Prepare a 3-dimensional drawing of the finished booth set up including product positions and the relationship to required utility connections.
- Prepare company information packages for all personnel involved in the show, including the hall layout and facilities, maps, transportation, telephones, etc.