



Pack Expo Planning Guide

A Pre-Show Checklist for Pack Expo Exhibitors



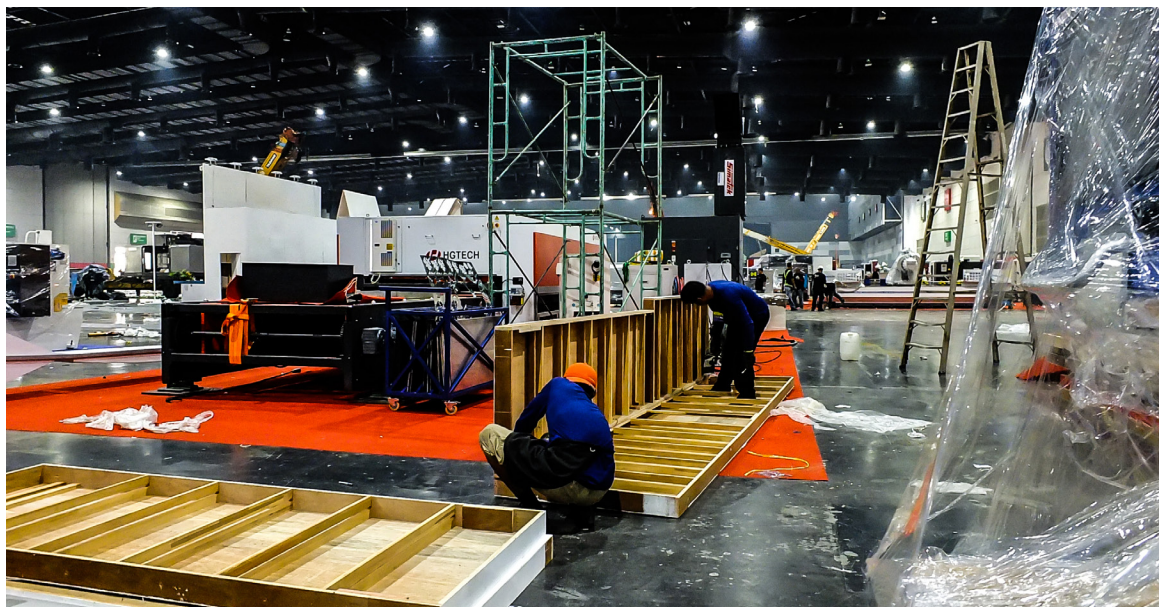


Your pre-Pack Expo to-do list is a long one.

It's a big event, back in Las Vegas this year, and your team needs to be well prepared to make it pay off for your sales and revenue goals. Before you pack up your trade show display gear, ship off your supplies and board a plane to Chicago, you should consider some key things to ensure that you're ready.

It's wise to invest the time necessary to evaluate your trade show booth. Even if your display is relatively new - but especially if you've been toting it around for a few years - asking a few questions about the booth, its various elements, and how it serves your interests (or doesn't) can help you make sure you're getting a solid return on your trade show investment. If you're not sure, you might need to make a few adjustments.

Here's a pre-show checklist you can use to gauge the show readiness of your booth and determine if some changes are in order. After running through the items, you can be more confident that your booth is good to go.



Make the Booth Work for Your Goals

Your company and its reasons for exhibiting change over time—either to a small degree, or on a big scale. Now it's a good idea to ensure your display is aligned with who you are now and what you have to offer the manufacturing industry. Gather your team together and ask these questions to determine if your Pack Expo booth fits your company and its goals right now.



Specifically, what are you looking to achieve at this show? You might not check off all



the boxes, but make sure the ones that are important to you are marked off.

- ☐ Introducing new products
- ☐ Boosting awareness of existing lines
- ☐ Strengthening relationships with existing customers
- ☐ Connecting with prospects
- ☐ Generating leads
- ☐ Expanding brand exposure
- ☐ Hunting for emerging trends
- ☐ Increasing press coverage

The design and features of your booth should support your goals. For example, if you're looking to showcase products, consider a custom exhibit booth tailored toward giving those products a spotlight. If you seek to engage current customers and prospects, consider adding technology features like interactive displays.

Design for Success

Pack Expo presents a unique challenge, due to the fact that many exhibits will have machinery, equipment and operating demos. These all serve to engage your audience, however careful design planning will help you with traffic flow, lead qualification, and in person demo or meeting opportunities. The look and feel of an exhibit booth are more than just superficial considerations. The first impression attendees get of your event displays can make the difference between convincing them to enter your space and engage with your company, or walking on by.

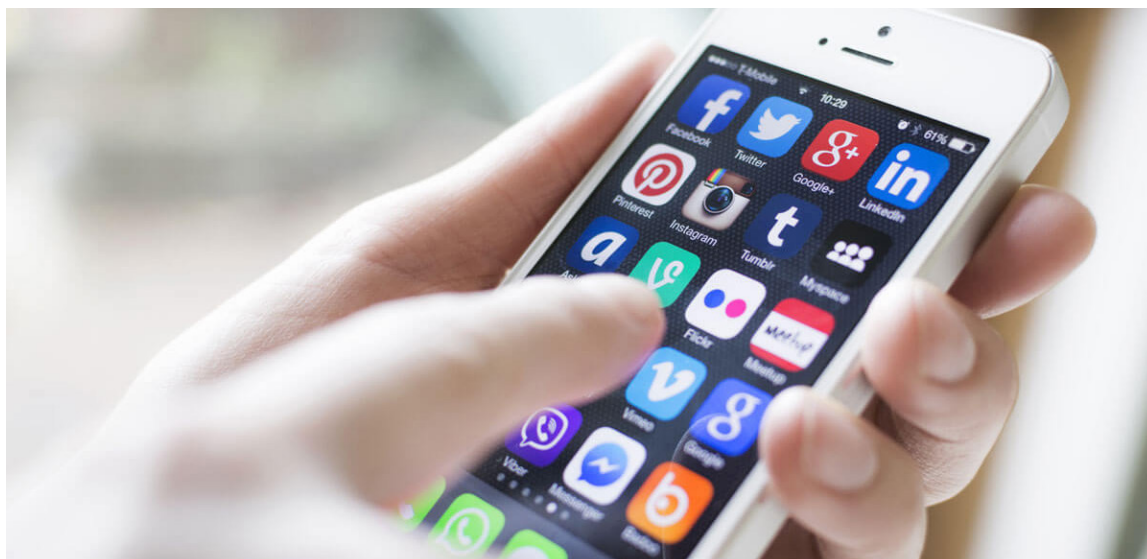


Look for these elements - again, you might not mark off all of them, but make sure you're hitting the ones that matter most to your company:

- ☐ Eye-catching, stand-out colors and consistent branding
- ☐ The latest technology that showcases your offerings
- ☐ Engaging, clear graphics that identify you, what you do, and your unique benefit
- ☐ Impactful, eye-friendly lighting that focuses on the important areas of your space
- ☐ Backlighting key elements
- ☐ Prominent logos and product information
- ☐ Dynamic video presentations
- ☐ Welcoming reception area
- ☐ Meeting areas that meet new safety protocols.

Extend your Exhibit Beyond the Booth Walls

Your actual Pack Expo booth represents a tremendous opportunity to engage with prospects and create a positive brand experience. And while the exhibit itself might physically take up a few hundred square feet, you can expand its impact through both content and post-show outreach to manufacturing prospects.



Consider layering in these activities to maximize success coming out of the show:

- ☐ Develop Video Content - A quality video can get your value props to event attendees quickly and set you apart from the brand at the booth next to you.
- ☐ Host an In-Show Seminar - Live Interviews and panel discussions with experts or stakeholders are a great way to drive traffic to your booth.
- ☐ Author a Whitepaper - These are an effective way to showcase your industry knowledge and leadership and can be sent to prospects prior to September, driving them to your booth at the show.
- ☐ Leverage Social Media - Everything you do for and at show should be considered for social media. Consider spending time in the months leading up to your event to engage audiences and “prime the pump” for exhibit traffic.
- ☐ Stay Connected Through Blogging - You should be maintaining an active presence on your company’s blog, even during the show. Incorporate daily updates with images, testimonials, appreciation for partners and share stories of conversations throughout Pack Expo.
- ☐ Get Your Team Comfortable with The Art of Questioning - Rapport can be built within minutes of meeting a prospect by asking just a few open-ended questions (versus those that result in one-word answers.) Develop a list of industry and brand-appropriate questions that your sales team can leverage to provide you with information on your prospects and what they want.

Speak to your Audience

Too often, booth planning puts a laser focus on the exhibiting company but fails to



consider who they're exhibiting for. If your Pack Expo booth plans keep the customer in mind, they are much more likely to draw attendees in, engage them and provide a strong introduction to your company. Look at your booth through their eyes to help determine if it speaks to them.



Check for these elements:

- ☐ Places for both product display and customer engagement
- ☐ Data and lead collection mechanisms
- ☐ A clear call-to-action or next step for visitors
- ☐ Promotional items
- ☐ Takeaway information

So, are you ready for Pack Expo or do you have some work to do?

Talk to an Apogee exhibit and event experts - we offer the experience and insight necessary to take your booth to the next level.

Call Apogee at (315) 986-4600 or [request a consultation](#). Together, we'll make this Pack Expo your best event yet.