

The Exhibitor Journey



**YOUR COMPLETE ROADMAP
TO A SUCCESSFUL
EXHIBITION EXPERIENCE**

A well-prepared exhibitor is a successful exhibitor!

DON'T MISS IMPORTANT EMAILS

- Whitelist the organizer's domain with your IT team.
- Check your inbox and spam regularly.

BE PRO-ACTIVE BEFORE BUILD-UP

- Place all orders and submit all forms.
- Get stand design approval (if space only).
- Register badges for your team.
- Invite and connect with your customers.
- Announce your participation on LinkedIn and socials.

 IMPORTANT: BREAK DOWN & WASTE

For Space Only stands, all waste must be disposed of according to the organizer's rules. A well-prepared exhibitor is a successful exhibitor. Start early, follow the steps, and make the most of your exhibition experience!

TIPS FOR SUCCESS

- Read the Exhibitor Manual carefully.
- Plan your timeline and stick to it.
- Communicate with your Sales Manager.
- Prepare early and avoid last-minute stress.
- Login to your exhibitor profile every day.

WHY DEADLINES MATTER

- Early Bird prices.
- Confirmation of additional services.
- Profile completion diary dates.
- Avoid late fees and penalties.

HOST CITY



PART OF



BUILT BY

