



NEPC trade fair checklist for effective trade fair participation

Activities	Time before fair
Reservation of stand space (indicate preferences, organiser decides)	12 months
Planning session of project team	12 months
Booking of hotel accommodation (NEPC supports)	11 months
Preparation of line of exhibits	6-11 months
Develop promotion strategy, promotional materials and evidence (certificates). Plan and prepare attractive and exciting samples with quality packaging.	4-6 months
Stand design / construction quotations	6 months
Arranging logistics (travel and exhibits)	6 months
Preparation of price lists	1-4 months
Preparation of invitations and mailing lists (long listing and short listings)	3-4 months
Send order form for stand facilities (water, electricity, etc.) and entry for catalogue to the organization of the fair	3-4 months
Prepare website and social media, make connections and start scheduling postings	3 Months
Send out (e-newsletter) mailing and increase intensity of messages in the run up to the fair	2 months
Arrange (free) publicity	2 months
Deliver exhibits to shipping agent	4-6 weeks
Follow up mailing	2 weeks
Check arrival of exhibits	1 week