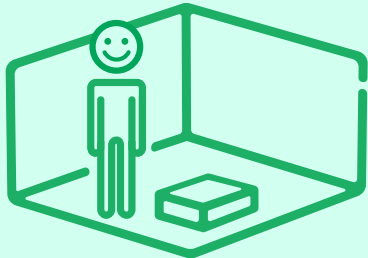


EXHIBITORS GUIDE

TIPS FOR A SUCCESSFUL EVENT



If you ask us, the key to a successful event participation is that it is executed sustainably and with ease. To help you with this, we have put together a guide with checkboxes that can help you dot all I's and cross all t's.

For advice or recommendations – contact us at eventservice@stockholmsmassan.se, or call us at +46(0)8-749 44 44.

Good Luck!



1. PLANNING: 6 – 4 MONTHS PRIOR TO THE EVENT

- ☐ Book and plan the layout of your stand
- ☐ Define the purpose of your participation and set measurable goals
- ☐ Consider how to make your participation sustainable. [Here are some tips](#)



2. ORDERING: 3 – 1 MONTHS PRIOR TO THE EVENT

- ☐ [Order your products and services](#) in time to get the best price. Remember that you can rent exhibit material from us for a lower climate impact
- ☐ Check the list of important things in our [Exhibitor Portal](#)
- ☐ Advertise and expose your participation at the event and fill out your [digital stand](#)



3. FINAL SPRINT: 3 WEEKS PRIOR TO THE EVENT

[Visit the Exhibitor Portal](#) to:

- ☐ Register your stand personnel for exhibitor credentials
- ☐ Invite your guests
- ☐ Book environmentally conscious transportations of your goods



4. INSTALLATION

- ☐ Go over all orders and deliveries
- ☐ Visit Service Center on site to make additional orders
- ☐ Make sure your stand personnel are well prepared regarding planned activities and goals



5. DURING THE EVENT

- ☐ Get your visitors' attention
- ☐ Engage and motivate your stand personnel
- ☐ Get your visitors to take part of your stand activities
- ☐ Perform surveys



6. FOLLOW UP: DIRECTLY AFTER THE EVENT

- ☐ Collect feedback from surveys
- ☐ Follow up results and evaluate your measurable goals
- ☐ Book your stand at the next event for best price and placement
- ☐ Don't forget to recycle or reuse your exhibit material



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