

The logo features the text "ASTOR GROUP" in a bold, black, sans-serif font, slanted upwards from left to right. The text is positioned on a white background that is partially obscured by a black triangle in the top-left corner and a green triangle in the bottom-right corner. The green triangle is split into two shades of green by a diagonal line.

ASTOR GROUP

EVENT
& TRADE SHOW
PROGRAM
MANGEMENT
TIMELINE



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TABLE OF CONTENTS

Starting With a Plan.....	4
Annual Budget.....	5
12 Months Before Event.....	5
9 Months Before Event.....	5
6 Months Before Event.....	7
2 Months Before Event.....	7
1 Month Before Event.....	9
On-Site at Event.....	9
Post Event.....	9
Additional Benefits.....	11



EVENT PROGRAM MANAGEMENT SCHEDULE

Starting with a Plan

For a marketing department with a rigorous event schedule, details are the foundation of a good event strategy. Timelines force all who participate in this activity to make decisions to gather information in an appropriate time frame. Information gathering and planning allows for a series of subsequent decisions to be made in an orderly manner to achieve a final cohesive timeline for your event. The salient point is that it forces people to make both simple and challenging decisions without procrastination.



EVENT PROGRAM MANAGEMENT SCHEDULE

Annual Budget

- Set sales goals for year
- Determine events or activities needed to reach sales goals-budget
- Determine physical assets needed to meet sales goal-budget
- Determine personnel assets needed to meet sales goal-budget
- Entertainment-budget

12 Months Before Event

- Define sales goals for specific event
- Determine Assets needed to meet goals; both physical & personnel
- Reserve Booth Space in accordance with goals
- Determine needs for exhibit properties and graphics
- Begin creating a budget & get budget approval
- Identify promotional assets or activities needed to support promotions or trade shows

9 Months Before Event

- Determine what new graphics need to be created for trade show assets
- Finalize all trade show booth space contracts
- Notify your program management provider of the show and booth number
- Determine your promotional strategy-literature & give-aways
- Book any reservations needed for entertainment during the event





EVENT PROGRAM MANAGEMENT SCHEDULE

6 Months Before Event

- Book all hotel and air reservations for events
- Determine all personnel attending show
- Finalize all pre-show mailings and promotions
- Submit list to show management for advance registration of booth personnel
- Make note of Exhibitor List for competitors and non-competitors who you might become allies with. Are there suppliers who can introduce you to possible opportunities
- Discuss and create social media campaign
- Look for networking opportunities during off show hours
- Have a conference with your program management team to discuss the event

2 months Before Event

- Submit all decorator and vendor service forms.
- Make all transportation requests from shipping companies and get shipping quotes and Bills of Lading (BOL's)
- Send pre-show postcards or personal invitations to your VIP list with your booth number
- Plan for the unexpected – have an emergency kit assembled: hand sanitizer, lip balm, breath mints, sewing kit, extra business cards, water bottle, tissues and anything else for your personal needs and those of the booth staff
- Advertise your booth number and feature products you'll be showing





EVENT PROGRAM MANAGEMENT SCHEDULE

1 Month Before Event

- Schedule booth training
- Engage all booth personnel in product knowledge and scripted sales pitches to ensure message is consistent

At Show Site

- Meet with your team to assemble the booth
- Take photos of your booth and your competitors' booths
- Follow up with your leads on a daily basis
- Verify schedules for dismantle team and shipping
- Double check your invoices for services rendered: electrical, carpet, cleaning, etc.

Post Event

- Send Thank you letters
- Post show financial analysis
- Compare the photos of your display with your competition to determine your design strategy for your next trade show!
- Keep Track of Lessons Learned: What worked and what were your obstacles?





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www.astor-group.com

EVENT PROGRAM MANAGEMENT SCHEDULE

Additional Benefits

But what other benefits do the creation of timelines deliver for the organization? Here are a few:

1. Repetitive items in an event timeline, such as budget approvals and marketing objectives, allow for a decision for one event to be applied to many or all events.
2. Purchasing promotional items for all the events at once achieves budgetary goals.
3. Making timely decisions on the hotel accommodations level allows an organization to make reservations in advance, thus guaranteeing the availability of accommodations.
4. Securing booth space in an event generates a booth number. Having a booth number allows marketing and sales to see what competitors are adjacent to them on the show floor. It also gives them the ability to use the booth number for promotional campaigns directed toward prospective attendees.
5. Having a plan in advance for the significant assets such as the exhibit booth itself saves money on last-minute ordering and shipping and rush fees.
6. Planning and executing a timeline set an expectation for all who participate in this activity and the organization.
7. Advance planning allows everyone to make observations early and correct any misguided thinking.





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WHAT TO EXPECT FROM ASTOR GROUP:

- **PREDICTABILITY**

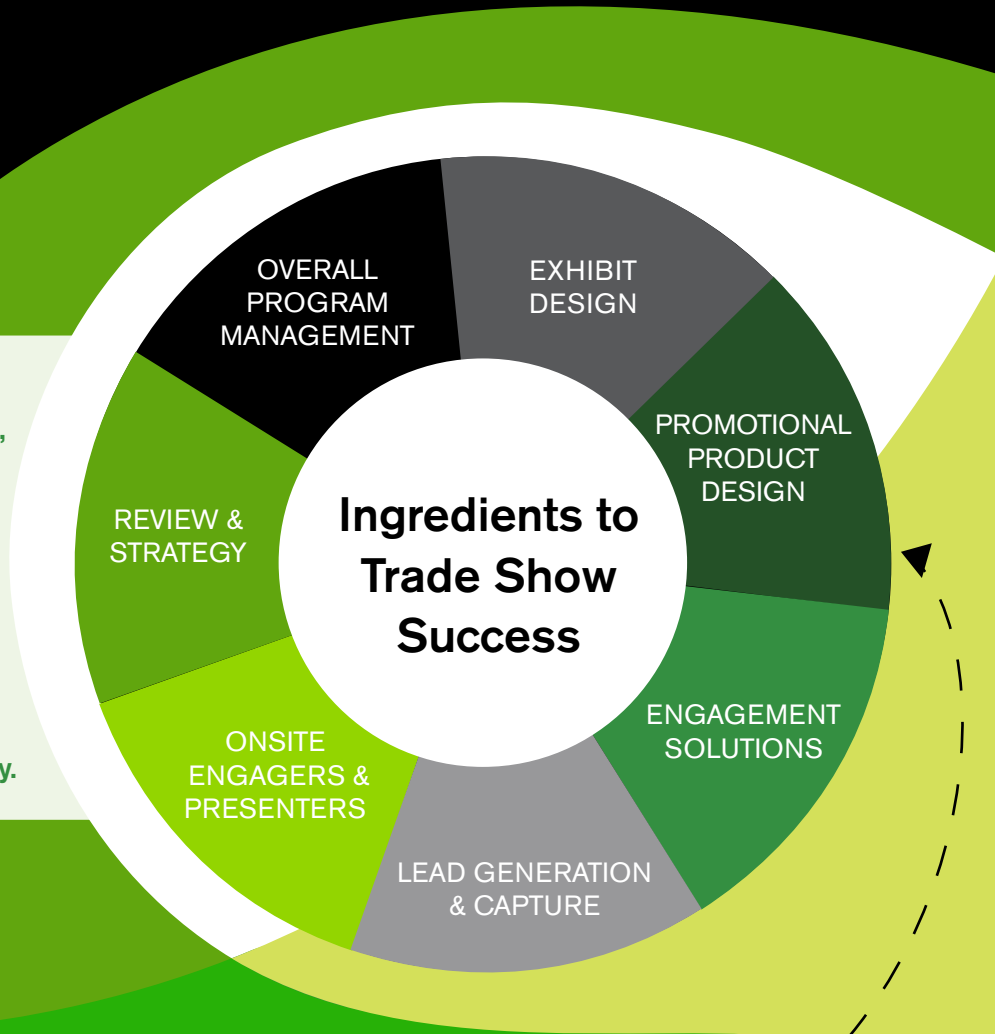
You'll never be surprised with our execution, & we'll always be there when you need us.

- **TRANSPARENCY**

You will always know how we calculate pricing, with no hidden charges or fees.

- **HONESTY**

You will never be asked to pay for our mistake, & if someone else can serve you better than us – we'll advise you accordingly.



WHERE CAN YOUR EVENT PROGRAM BE IMPROVED?



www.astor-group.com



THANK YOU