# **Exhibitor Education Guide**

Support Your Exhibitors for a Better Show



# Empowering exhibitors elevates your show

Helping exhibitors better understand the planning process ensures a better experience. And that leads to repeat business.

#### **Resources Overview**

Extensive library of exhibiting 101 guides and tips

Live, show-specific education sessions

First-time exhibitor program

Support for international exhibitors

We recommend distributing this information early and often! See our suggested timeline based on typical planning cycles in the next section.



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# **Tactical Tips**

Resources and articles for first-time and returning exhibitors



7-4 **Months Pre-Show** 

# **Exhibitor Decisions: Renting vs. Owning Your Trade Show Exhibit**

New to exhibiting or seeking a reboot for your next show? Weighing options for rentals, custom designs, or both? Freeman has teed up key questions to help determine your brand's best route.

**Share the** Article

6-4 **Months Pre-Show** 

## **Sustainable Exhibiting**

Whether you're planning one exhibit or 20, this guide shows you how to develop strategies and products that support your sustainability goals. Learn how to apply these practices to your booth structure, signage, flooring, furniture, and more.

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6-2 **Months Pre-Show** 

## **Quick Guide: The International Exhibitor**

Exhibiting in the U.S. is a great way for international customers to reach new audiences. Our guide answers common guestions and readies you for the international exhibiting experience.

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6-2 **Months Pre-Show** 

## **Your Best Booth: Exhibit Stand Design Best Practices**

This helpful article explains the standard U.S. trade show booth, helps determine how to select a booth for a U.S. trade show, and provides booth design best practices.

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5-3 **Months Pre-Show** 

## **Exhibit Like an Expert**

From strategy and planning to getting set up and returning home, this guide is a must-have resource. This guide is for anyone new to the process or looking for essential exhibiting tips.

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# More **Tactical Tips**



**5-3 Months Pre-Show** 

## **Get Trade Show Ready: A First-Time Exhibitor Checklist**

Whether you are a trade show rookie or a seasoned vet, planning a successful exhibit presence can be overwhelming. Use this checklist as your guide to what to do and when to do it.

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3-1 **Months Pre-Show** 

## **Exhibiting Made Easier**

Exhibiting at a trade show means handling a lot of details — travel, booth, meetings, and more. We've pulled together answers to the most frequently asked questions to help you prepare.

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3-1 **Months Pre-Show** 

# **Understanding the Process of Freight**

Your booth properties and freight go on a journey as soon as they leave your hands. Understanding safe and efficient transport is critical to your exhibiting success!

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3-1 **Months Pre-Show** 

#### **Exhibit Booth Backups**

Unexpected things pop up as you prepare for your show. Here are three simple tips to plan for the unexpected, maintain your planning momentum, and be show site ready.

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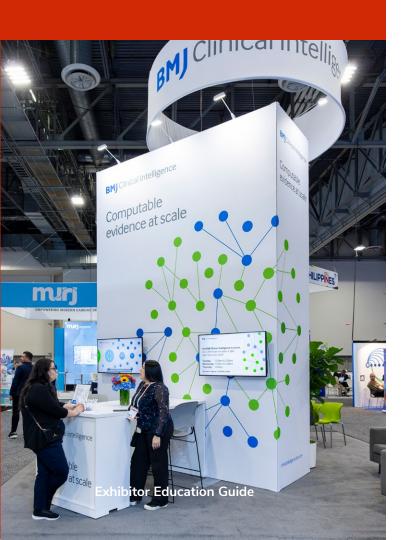
**Months Pre-Show** 

# **Guidelines for Submitting Graphics**

This handy guide will help you answer questions like "What's the best way to save my graphics file?" or "What's the best resolution for in-booth viewing vs. across-the-show-floor viewing?"

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# **Exhibit Strategy**



6-3 **Months Pre-Show** 

# **Your Ultimate Guide for Exhibiting**

Our updated Exhibit Engagement guide covers booth design and exhibit solutions from start to finish in six steps, along with links to additional content for those who want a deeper dive.

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6-2 **Months Pre-Show** 

## **Creating Compelling Exhibit Graphics and Digital Displays**

Want to make an impact on attendees without breaking the bank? Learn how to use graphics to elevate your exhibit for results. Review our look book to build exhibit visuals that stun.

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5-2 **Months Pre-Show** 

#### The Green Exhibitor Quick Start: Reduce Your Exhibit Footprint

To get started, here are some quick ways to help you become a green exhibitor. And stay tuned for additional resources, content, and products coming your way soon!

**Share the** Article

4-2 **Months Pre-Show** 

# **Optimizing Smaller Booth Spaces**

Booth size doesn't have to determine the amount of impact your brand has when exhibiting. Learn how to meet attendee expectations and achieve exhibit goals in any size space.

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# **More Exhibit Strategies**



4-2 Months Pre-Show

# Three Steps to Upgrade Your Booth With AV

Straight from the pros — discover how to showcase your space (and attract visitors) with these best practices.

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2-1 Months Pre-Show

# **Exhibit Booth Staffing for Success**

It's crucial to build the perfect exhibit team to represent your brand.

This guide helps you recruit, train, and incentivize a motivated group to work the booth. Let's get started building your team.

Share the Article

# **Exhibit Measurement**



7-4 Months Pre-Show

# **Calculate Your Trade Show Exhibit Performance**

Measuring your booth performance is key to exhibiting success. But identifying what to measure and how to get the right data can be tough. Use our measurement worksheet to gauge the success of your exhibit.

Share the Guide

7-4 Months Pre-Show

# **Checklist for Exhibitors: Measurement 101**

Measure your trade show booth results in seven steps. Use this checklist to tap into resources you probably already have, so you can easily build the trade show booth measurement report of your dreams.

Share the Article

# First-Time Exhibitor Program

Exhibiting at a live event can feel overwhelming. That's why we created this program to guide first-timers through the planning process to ensure a better experience overall.

#### **How the Program Works:**

- **1.** Target Customers Identified: When submitting exhibitor lists, the show organizer identifies which companies to include.
- 2. Proactive Pre-Show Support: During the planning phase of the event, Exhibitor Services will contact each customer and offer assistance.
- **3. Elevated On-Site Service:** While on-site, a dedicated Freeman service representative will visit customers in their booth space and guide them through the on-site process.
- **4. Post-Show Wrap-Up:** After the show, our service professionals will reach out to ensure the exhibiting experience met expectations and to address any questions.





Need more ideas to empower exhibitors and attract attendees?

Get in touch →

