

# Exhibitor Education Guide

Support Your Exhibitors for  
a Better Show

Freeman<sup>1</sup>



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# 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



Exhibitor Education Guide

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.

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## 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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## 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 questions and readies you for the international exhibiting experience.

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## 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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## 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



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## 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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## 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  
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## 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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## 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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**2  
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



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## 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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Months  
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## 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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## 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!

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**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



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## 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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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.

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# 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.

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## 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.

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# 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.







# International Exhibitors

We pride ourselves on responding to each customer's diverse experience and needs. That's why exhibitors traveling from abroad are offered a tailored set of solutions and resources.

## Key Offerings:

- Education resources focused on understanding North American trade show norms, booth design best practices, and tips to effectively exhibit abroad.
- Exclusive communication channels for international customers preparing to exhibit from places outside of North America.
- Translation and interpretation services offered in more than 140 languages to ensure clear, inclusive communication.

Need more ideas to empower exhibitors  
and attract attendees?

**Get in touch →**