Müller Expo

GLOBAL EXHIBITS

Post-show Cheat Sheet

Muller Expo Pre-Show Cheat Sheet

The following prompts are designed to prepare your company for the upcoming show. Use these sheets to organize your thoughts and generate an actionable gameplan to get the most out of your exhibiting experience.

Show Information

Show Name		Show Dates	
Location		City	State
Booth Size		Booth Number	
Setup Dates		Setup Times	
Dismantle Dates		Dismantle Times	

Show Data

Number of Attendees	Number of Exhibitors
Desired Audience	
Show Audience Profile	

Plan

Why are you exhibiting at this show?

What is the theme of your exhibit?

What is your competitive advantage?

Who is on the trade show staff?

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Competitor 1

Competitor's Name

Booth Number	Booth Location

Main Product/Service Offering

Main Theme/Message of Booth

Relative Strength/Weaknesses

Competitor 2

Competitor's Name

Booth Number	Booth Location

Main Product/Service Offering

Main Theme/Message of Booth

Relative Strength/Weaknesses

Competitor 3

Competitor's Name

Booth Number	Booth Location

Main Product/Service Offering

Main Theme/Message of Booth

Relative Strength/Weaknesses

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Exhibit Planning

Use Existing Exhibit	☐		Storage Location	
Renovation/New Branding Plan				
Renting an Exhibit	☐		Exhibit House	
Contact		Phone	Email	Fax
Purchasing an Exhibit	☐		Exhibit House	
Contact		Phone	Email	Fax

Staffing

Number of Staff Attending	Dress Code
Total Anticipated Staffing Hours	
Required Staff Training	
Staff Lodging Details	
Total Staff Lodging Cost	Per Diem

Pre-Show Marketing Checklist

☐ Direct Mail	☐ Giveaways
☐ Email Marketing	☐ Print Collateral
☐ Landing Pages	☐ Digital Marketing
☐ Social Media	☐ Other: _____
☐ Blog Content	☐ Other: _____
☐ Publications	☐ Other: _____

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