

YOUR CHECKLIST TO SUCCESS!

MAKING THE *most* OF YOUR EXHIBITION EXPERIENCE

You can find your extensive Exhibitor Manual [here](#) which you can refer to at any stage. We know that your time is valuable so we have compiled a list of all the high priority items that require your attention, so you can tick them off as you go.



Keep an eye on your inbox for an email called 'Your Checklist to Exhibition Success' – this will be sent monthly and will include additional information on each of the tasks below and give you all the details you need, when you need them!

EXHIBITION CHECKLIST

TASK	DUE DATE	COMPLETED
OCTOBER		
Read the Exhibitor Manual and login to the Online Exhibitor Portal	As soon as possible	
Build your Marketing Plan – consider your social media and communication plan to let your buyers know you are exhibiting and start designing your marketing material (flyers, brochures etc) Click Here	As early as possible to ensure you capture all opportunities	
Book your accommodation and flights. Take advantage of the discount rates available to AGHA exhibitors Click Here	31 Oct 2019	
NOVEMBER		
Consider and book your buyer exposure options (includes full page advertisement in the Industry Catalogue)	8 Nov 2019	
Login to your Fair Planner App Account and complete your marketing details for the printed Industry Catalogue and App profile	8 Nov 2019	
Consider the visual merchandising of your stand – How are you going to present your products on your stand to maximise exposure and lock in sales? Have you changed your range since the last fair? What new products can you launch to get people's attention?	Lock in your design early so you have time to source any products you may need to fit out the stand space	
Submit the details for your Exclusive Fair Offer which are available to buyers in the Industry Catalogue (limited to the first 60 offers)	8 Nov 2019	
Upload your product images and logo to your App showroom	8 Nov 2019	
Start preparing your artwork for your FREE 1/4 page advertisement. If you require Octomedia to design your artwork, prepare the brief and submit it to sarah.t@octomedia.com.au as soon as possible so they may begin the design process. Artwork must be submitted by 20 November.	20 Nov 2019	
DECEMBER		
Use the Marketing Resources and Exhibitor e-Tools provided by AGHA	11 Dec 2019	
Pay the third instalment for your stand payment (if you haven't already done so)	13 Dec 2019	
Is your membership fee paid? Only financial members are entitled to the discount on exhibition rates	13 Dec 2019	
Pre book your exhibitor parking at the Sydney Showground		

YOUR CHECKLIST TO SUCCESS!

EXHIBITION CHECKLIST



TASK	DUE DATE	COMPLETED
JANUARY		
Consider your stand design (lighting, walls and layout). Submit your Stand Information Form	17 Jan 2020	
If you are exhibiting with a custom stand, you will need to submit your custom stand design to events@agha.com.au for approval	17 Jan 2020	
Submit the Harry the Hirer Stand Requirements Form	17 Jan 2020	
If required, order additional items from Harry the Hirer for your stand (power, lighting, furniture, custom shelving, flooring, walling, AV)	17 Jan 2020	
Plan how you will capture customer data during the Gift Fair		
Complete the Info Tracking Order Form	21 Jan 2020	
Complete the Rigging Order Form if you require any overhead banners and/or lighting above your stand	24 Jan 2020	
Review the Sydney Showground venue services and complete the required forms for catering, sampling, utilities or IT	31 Jan 2020	
Book the onsite photography service for the Saturday during the fair to have professional stand photos or product photos taken	31 Jan 2020	
Prepare for your onsite experience – do you have everything you need?		
Develop a plan for how you will follow up on orders and new customers after the fair		
Review and update your trade show insurances. A reminder that while AGHA covers PLI you should organise your own product insurance		
Brief your onsite staff so they know what they are selling and how best to sell it		
FEBRUARY		
RSVP for the exhibitor events and functions	3 Feb 2020	
Order exhibitor name badges	3 Feb 2020	
Lock in your freight needs and complete the Freight and Logistics Form	7 Feb 2020	
Download and print your Freight Labels	7 Feb 2020	
Read through the exhibitor manual and online portal once more to ensure you have completed everything you need to and covered all important information so you don't experience any issues onsite		
Keep an eye out for the operational and event updates that will be emailed over the coming weeks in the lead up to the gift fair		
Take a look at the items on the Marketing Checklist and prepare for your onsite experience		
Move in! Pack your move in kit including safety vests, water bottles, food and drinks and all your onsite essentials (tape, scissors, markers, cleaning products etc)	From 17 Feb 2020	
Enjoy the exhibition and make valuable business connections at the AGHA Sydney Gift Fair	21 - 24 Feb 2020	
POST FAIR		
Follow up on orders placed at the fair and welcome new customers	9 Mar 2020	
Complete a testimonial about your experience		
Rebook your stand for AGHA Melbourne Gift Fair 2020 and AGHA Sydney Gift Fair 2021		

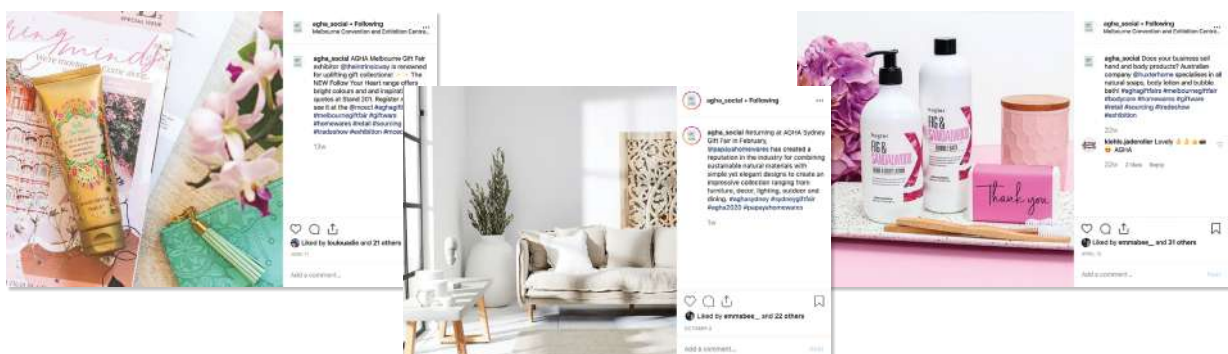
YOUR CHECKLIST TO SUCCESS!

MAKING THE *most* OF YOUR EXHIBITION EXPERIENCE

MARKETING CHECKLIST

Marketing your stand correctly will ensure your experience at the AGHA Sydney Gift Fair is a positive one. There are many ways your business can gain valuable exposure, support and attract new customers. We have listed some of these ways below in a handy checklist to get you started. If you need any assistance with any of the tasks below, please contact the marketing team at marketing@agha.com.au and we will be only too pleased to assist.

TASK	DETAILS	COMPLETED
PRE FAIR – NOVEMBER/DECEMBER/JANUARY		
Update your marketing details by logging into your Fair Planner App Account .	Ensure all your information is accurate and up-to-date.	
Consider and book a buyer exposure opportunity	Advertising in the Industry Catalogue and across the AGHA Gift Fairs digital platforms are the best ways to ensure your brand and products are seen by over 150,000 readers, 66,000 email subscribers and 23,700 Facebook and Instagram followers.	
Download your e-tools	Use our e-tools or create your own. Update your website, email signature and social pages.	
Be social  AGHA.social  AGHA_social	Update your social media accounts, follow AGHA Social and tag us any time you talk about the gift fair. This helps us to re-share your posts and give you additional promotion. While you're at it, write a blog post or two for your website and engage with your customers by sharing your industry knowledge. Visit sydneygift.com.au and click on the social icons in the top right hand corner to view our accounts.	
Exclusive Fair Offers	Have you thought about any special offers that buyers can redeem at the fair? Provide another incentive for the buyers to have your stand at the top of their list to visit.	
Send personalised invitations to your customer base	Let your customer base know where you will be at the fair with a personalised invitation.	



YOUR CHECKLIST TO SUCCESS!

MAKING THE *most* OF YOUR EXHIBITION EXPERIENCE




MARKETING CHECKLIST

TASK	DETAILS	COMPLETED
DURING THE FAIR – FEBRUARY		
Merchandising	Merchandising your stand is worth the effort! Make sure your stand is presented logically and with style.	
Customer Engagement	Brief your staff each day to engage with your customers and to attract potential new clients.	
Be Social	Follow AGHA on social media and upload photos from your stand – connect with AGHA during the gift fair.	
Talk to Us	The AGHA Marketing team will be walking around doing live posts during the gift fair – if you have new products or news to share please let us know.	
Manage your Orders	Make sure you have established a process of collecting data during the fair and adding customers to a central database for follow up.	
AFTER THE FAIR – FEBRUARY/MARCH		
Follow Up	Be sure to follow up on the date you agreed to or within two weeks of the gift fair. A phone call can go a long way.	
Stay in Touch	Stay in touch and keep your buyers updated on new products and your company during the year. Remember that contacts made at the gift fair, whilst they may not place orders at the stand, may do so 2, 4 or 6 months later. It is vital that you keep in contact.	
Show your appreciation	Be sure to send a quick thank you to any suppliers who helped you along the way – this sets you up for productive working relationships for future fairs.	
Review and Analyse	Review your sales results, social media engagement and customer database build and track it against your objectives. Learn from your experience and start to develop your plan for next year.	

By following the guidelines, staying on top of the deadlines and planning adequately, your time at the AGHA Sydney Gift Fair is likely to be a successful and rewarding experience. We look forward to working with you to provide another outstanding gift fair for the buyers and wish you all the best for a great fair.

For assistance, please contact the AGHA Gift Fairs team;

EXHIBITOR ENQUIRIES

 02 9763 3222
 events@agha.com.au
 sydneygift.com.au

Organised by
AUSTRALIAN
Gift & Homewares
ASSOCIATION