Operations 101: What Novice Exhibitors Need to Know
Keys to Success: Planning & Organization
34 Weeks to IMTS

2020 CALENDAR

IMTS International Manufacturing Technology Show

IMTS2020

Exhibiting in a Digital World
IMTS Exhibitor Workshop
Exhibiting in a Digital World

January 20 - 21, 2020 • Renaissance Schaumburg Hotel & Convention Center
Phases of Success

PHASE 1
9-12 months
Sep - Dec

PHASE 2
6-9 months
Dec - Mar

PHASE 3
3-6 months
Mar - Jun

PHASE 4
1 - 3 months
Jun - Aug

PHASE 5
1 - 4 weeks
Aug - Sep

PHASE 6
1 week after End of Sep
Phases of Success
PHASE 1
9-12 months
Sep - Dec

- Determine Your Teams
  - Core Team
  - Other Teams

- Identify the equipment, staff and exhibit accessories

- IMTS.com e-Kit
  - Update Company Profile

- Determine Your Team

- Determine objectives for IMTS
Develop a message or theme

Select IMTS Vendor Partners
- Meet with IMTS Vendor Partners
- Meet with EAC

IMTS.com e-Kit
- Checklist/forms section

Attend the IMTS Workshop
- Decide on shipping arrangements
  - Domestic
  - International
- Place booth orders
- Determine onsite staff responsibilities
- Develop a training program
PHASE 4
1 – 3 months
Jun - Aug

- Review your IMTS.com e-Kit
- Make Plane tickets / Hotel reservations

- Register for IMTS
  - Deadline for FREE badges: August 14

- Meet with Vendor Partners – confirm all orders
Confirm shipping arrival dates

Create a follow-up packet

Schedule meetings and dinners

Finalize production of booth display and all promotional materials

Arrange for all final travel arrangements

Complete staff training
PHASE 6
1 week after End of Sep

- Evaluate the success of the show
- Determine budget ROI
- Meet with Team
- GO ON VACATION!
Success
thank you!