

Exhibiting 101 & 102

Course Description

An exhibition has many moving parts. Even if you've exhibited at Seatrade before, there may be something you don't know—or don't know until it's too late. This two-part course simplifies everything for you, week-by-week.

Objective

To ensure that you are fully prepared and get the most value from exhibiting at Seatrade Cruise Global.

Required Texts

Exhibitor Services Manual (ESM):

Available October 2015

Exhibitor Portal: Available October 2015

Schedule (Subject to Change)

Exhibitor 101 (September through December)

The goal of this first course is to introduce you to the tools you'll need for a successful show. There's a lot of reading and paperwork in this first part, but by the end of the course you'll start to submit items to get ahead in your planning.

Week 1: 28 September

- **Review:** [Previous Tips & Tricks](#) »
- **Budget:** Now that you've secured your booth, this is a good time to figure out your budget. We'll be launching the Exhibitor Portal in the next few weeks, and you'll be able to set your budget by Week 6. We will be introducing a budget planning tool to help.
- **Homework:** Review the Terms & Conditions of your booth space

Week 2: 5 October

- **Travel:** Research your [travel](#) and hotel options. The official [hotel website](#) is now open. We've negotiated special rates at hotels throughout Fort Lauderdale, most within walking distance.
- **Reminder:** Florida is a popular spring break destination, and many hotels will raise their prices due to high demand. Book within our block for the least expensive rooms.

Week 3: 12 October

- **Finalize your booth staff:** Who from your company is going to [Fort Lauderdale](#)? [Book their hotels](#) now, and register for badges.
- **Print, Collateral, & Giveaways:** Begin looking into printers and suppliers. Start considering designs.

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Week 4: 26 October

- **Webinar:** Register for Webinar #1: What to Expect in Fort Lauderdale.
- **Exhibitor Portal:** The Exhibitor Portal will be open! This is a one-stop resource for everything, including all the topics covered in the syllabus.
- **Exhibitor Services Manual:** The Exhibitor Services Manual (ESM) has all the logistical information on your stand. This is where you'll go to order carpeting, electricity, labor, and everything else.
- **Homework:** Review the Exhibitor Services Manual for next week. Download the monthly wall planner from the Exhibitor Portal to see the upcoming deadlines at a glance.

Week 5: 2 November

- **Attend the first Webinar:** Join us for the first Exhibitor Webinar. We'll cover the ESM, what's different for Seatrade Cruise Global 2016, and what you need to know about Fort Lauderdale.
- **Booth Setup:** Do you want floral arrangements? Catering? Special carpeting? Now that you're familiar with the ESM, you can begin to estimate what you'll need (PS: Don't forget to budget for advertising or a sponsorship!)

Week 6: 9 November

- **Print, Collateral, & Giveaways:** Finalize your suppliers and designs
- **Budget:** Now that you're familiar with the ESM, you can estimate your costs with our budget planning tool and finalize your budget.
- **Booth Plans:** If you have a booth that's 400 square feet or more, you will be required to submit an architectural drawing. The deadline is **December 11**—submit it early and get it out of the way.

Week 7: 16 November

- **Booth Setup:** Start ordering from suppliers in the ESM. Early Bird rates end in January, and December can be hectic, so order early.
- **Exhibitor Dashboard:** If you haven't already, log in to your exhibitor dashboard. Here, you'll be able to register your booth staff and update your company profile.

Week 8: 23 November

- **Holiday Break: While the US celebrates Thanksgiving, take the week off and have fun!**

Week 9: 30 November

- **Advertising:** If you plan to do any print advertising at Seatrade Cruise Global, now is a good time to reserve a spot: We have ad spots available in the Show Directory Yearbook, Conference Program Guide, and Show Daily
- **Exhibitor Dashboard:** Update your company profile. We changed the business categories for this year, so make sure you choose what best fits your company/organization—this will help us match you to the right attendee

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Week 10: 7 December

- **Webinar:** Register for Webinar #2: First Time Exhibitors.
- **Booth Setup:** Continue booking your suppliers and anything you need for the show.
- **Booth Plans:** If you have a booth that's 400 square feet or more, you will be required to submit an architectural drawing. The deadline is **December 11**—submit now if you haven't already.
- **Final:** If you plan to be on holiday the next month, be sure you've submitted everything due through the end of January. That way you can avoid the rush.

14 December – 3 January

- **Holiday Break!**

Exhibitor 102 (January through March)

The second course builds on your familiarity with the ESM and Exhibitor Portal. Deadlines are coming up fast, so be sure you're ready!

Week 1: 4 January

- **ESM Deadlines:** Know what you have left to order for your booth. Early Bird rates end this month.
- **Homework:** Make sure your essentials are ordered. This includes: carpeting, electricity, and the booth package.

Week 2: 11 January

- **Webinar #2: First Time Exhibitors:** If this is your first time exhibiting at Seatrade, we invite you to attend this webinar, where we'll discuss what to expect, among other topics.
- **Homework:** Log in to your Exhibitor Dashboard, and check that all your company information is accurate. This includes your address, website, description, and business categories (how you define your company/organization).

Week 3: 18 January

- **Webinar:** Register for Webinar #3: Cruise 101.
- **Exhibitor Dashboard:** Double check that all your information is accurate and submitted.
- **Print Deadlines:** Double check that all your information and artwork is submitted. Avoid the hassle and submit your work early!

Week 4: 25 January

Print Deadlines & Exhibitor Dashboard: Last minute changes only.

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Week 5: 1 February

- **Webinar #3: Cruise 101:** Whether you are new or a veteran, freshen up and learn all about the cruise industry. Content provided by Ernst & Young.

Week 6: 8 February

- **Mobile App:** Use the mobile app for person-to-person messaging to attendees
- **Final shipments due**

Weeks 7-8: 15-29 February

- Prep your booth staff.
- Review your plan: See Building an Engaging Exhibit
- Review your travel plans, make sure everything is confirmed, and address any last minute changes or issues.

Week 9: 7 March

- Travel to Fort Lauderdale

Week 10: 14-17 March

Seatrade Cruise Global
Have fun!

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Be sure to stay tuned to the Tips & Tricks page on www.seatradecruiseglobal.com. We'll be updating the live syllabus with links as we go along.

Share your best practices with us at marketing@seatradecruiseglobal.com.

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