

Let me be honest with you. Exhibitions are not standard gatherings. They are complex machines with many moving parts . Booths, exhibitors, visitors, schedules, sponsors, speakers . If one piece fails , the entire event struggles.



After planning more than fifty exhibitions, and I have seen good organizers and terrible ones . The distinction between a fully-booked, acclaimed exhibition and an awkward, vacant space is nearly always the planner.

So here are my tips for choosing an exhibition planner for your trade show. Whether you hire us or another agency, ask these questions . Require these responses.

Why Your Wedding Planner Can't Run Your Trade Show

This is the opening query. How many exhibitions have you planned?" What was the highest count of participants?" What was the biggest visitor number?"

A corporate gala has a stage, seats, and dinner . A wedding has a ceremony and a party . A trade fair has 50 or 500 exhibitors . Each exhibitor has their own needs . Power, internet, tables, chairs, signage, staff, giveaways . This is a different magnitude.

Request contacts from previous exhibitions. Call those clients . Inquire: "Did the organizer handle exhibitor requests quickly ?" "Did they solve problems during setup ?" "Would you hire them again ?"

At Kollysphere agency , we focus on trade shows and expos. We do not do weddings . We do not conduct birthday celebrations. We do trade fairs . That is our sole focus. Because focus leads to skill.

Your Exhibitors Are Your Customers Too

Here is something many clients forget . The trade fair organizer works for you . But the planner also serves your vendors. If vendors are dissatisfied, they will not come back next season. Your trade fair dies .

Ask the organizer : What is your vendor-to-employee proportion?" A good ratio is one employee for every twenty vendors. For a 100-exhibitor fair , five committed vendor assistance employees.



Ask : "What is your exhibitor communication process ?" Do you provide weekly communications? Do you maintain an assistance station during installation? Do you supply a vendor guidebook?

A skilled exhibition planner will possess a lengthy vendor guidebook. It will include : setup times, breakdown times, power ordering, internet ordering, furniture ordering, shipping instructions, hotel recommendations .

At Kollysphere events , our exhibitor manual is 35 pages . We revise it for each exhibition. We distribute it three months prior to the gathering. Vendors appreciate our effort. They come back next year .

Venue Logistics for Trade Fairs

A ballroom for a wedding has a single delivery period. The musicians bring their equipment. The florist brings blooms. Done .

A trade fair has dozens or hundreds of deliveries. Trucks lined up at the loading dock . Machinery shifting crates. Carpenters building booths . Electricians wiring displays .

Ask the organizer : What is your delivery timeline?" How do you avoid congestion?"

A good answer is a scheduled timeline. Exhibitor A loads in from 8-10 AM . Vendor B from late morning to noon. Vendor C from early afternoon to mid-afternoon. No conflict. No fighting for dock space .

Ask about floor load . What is the location's floor weight capacity?" Exhibition booths can be heavy . A vehicle exhibit might weigh 2,000 kg [birthday party event planner](#) [birthday planner malaysia](#) [birthday party planner kl](#) . If the location surface cannot hold it, you have a major issue.

With us, we supply a comprehensive delivery timeline two months ahead of the gathering. We allocate each vendor a specific window. We implement it firmly. Late arrivals wait . The exhibition starts promptly.

Empty Halls = Failed Trade Fairs

This is the critical query. You can have five hundred lovely stands. You can have flawless operations. But if no visitors come , your trade fair is a failure .

Request from the planner: "What is your visitor marketing plan ?"

A poor response: We will distribute a message."

A good answer : We begin half a year ahead. We employ sponsored posts on platforms. We collaborate with industry groups to advertise to their constituents. We provide reduced advance booking rates. We recruit major sector presenters to draw their audiences. We anticipate two thousand attendees."

Request previous visitor counts. How many attendees arrived at your previous exhibition?" How many signed up versus how many actually appeared?" A moderate conversion is typical. 70% is good . An even higher rate is outstanding.

With us, we allocate a significant portion of our funds to attendee promotion. We do not simply wish for attendance. We drive their arrival. We monitor each signup origin. We double down on what works . We eliminate what fails.

Sponsors Are Partners, Not ATMs

Exhibitions generate revenue from two sources. Exhibitor booth fees . Sponsorships .

A bad organizer accepts corporate funds and vanishes. A good organizer treats backers as collaborators.

Ask : How do you implement corporate backing?" "Do you just put logos on a banner ?"

A good answer : We design branded interactions. Supported beverage stations (brand on containers)." Supported power areas (brand on device holders)." Supported presentation blocks (opening acknowledgements)."

Ask for sponsor retention rate . What portion of supporters repeat each season?" Over two-thirds is solid. Over four-fifths is outstanding. If backers do not repeat, something is problematic.

With us, our backer renewal rate is high. We survey sponsors after every show . We ask what worked and what didn't . We refine each iteration. Backers observe. They write bigger cheques next year .

Why Bad Layouts Create Empty Areas

This is what many folks overlook. A bad trade fair layout creates dead zones . Attendees enter, become disoriented, and depart quickly. Exhibitors in bad locations are angry .

Request from the planner: "What is your booth layout philosophy ?"

A good answer : We put food and coffee at the back . This compels attendees to pass exhibits. We put popular speakers in the middle . This distributes attendees across the space. We position check-in at the entrance, departure at the exit. A single entry path, a single exit path. No direct routes to the door.

Ask for a sample floor plan . Does it seem logical? Can you envision moving through? If you are confused , visitors will be too .

At Kollysphere , we use heat mapping software . We examine where attendees travelled at previous exhibitions. We observe which zones were busy and which were vacant. We modify our design appropriately. Empty spaces vanish.

The Contract: What Must Be Included

Exhibitions are costly. Booth fees, sponsorships, marketing, staffing . You require a robust agreement.

Here is a list of provisions that must appear in your exhibition planner agreement:

Minimum exhibitor commitment (organizer promises at least X exhibitors) .

Attendee quantity guarantee (planner assures at least a specific number of visitors). Reimbursement conditions if guarantees are unsatisfied. Exact booth layout with your location marked . Installation and removal timeline. Marketing plan with specific channels and dates . [Kollysphere Agency](#) Backer implementation specifics (what you receive for your payment). Coverage conditions (both planner and vendor). Termination terms (which party pays and what amount). Force majeure clause (pandemic, weather, etc.) .

If a planner declines to add these, depart. They are concealing something. They do not trust they can achieve the guarantees.

With us, our agreement contains the full list. Plus three more . We desire your confidence. We want your commitment with assurance. Because we know we will deliver .

Warning Signs in Trade Fair Organizers

Let me end with warnings .

Warning sign one: The organizer has never done a trade fair before . But we excel at marriage ceremonies.” Incorrect. Trade fairs are different . Do not be their experiment .

Red flag #2 : The organizer cannot provide references . “Privacy reasons .” Untrue. Happy clients are happy to talk . If no one will vouch for them, there is a reason .

Red flag #3 : The planner guarantees everything but documents nothing. Rely on us.” No . If it is not in the agreement, it is not real .

Warning sign four: The planner is inexpensive. An exhibition requires funding. Good venues, good marketing, good staff . If their fee is half of everyone else's , they are cutting something . Security, promotion, or coverage. Do not gamble your standing.

Warning sign five: The organizer badmouths competitors constantly . All others are awful.” Skilled professionals focus on their own strengths . They do not need to diminish others.

If you see these signs , depart. There are other organizers .

Looking to select the proper exhibition planner? Reach out to us now. We will show you our past trade fairs . We will provide references . We will put everything in writing . And we will produce an exhibition that fills up, draws attendees, and earns your satisfaction.