

30-day pre-show checklist for Dubai exhibitors

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Four weeks before

- Confirm hall and stand number; download the exhibitor manual; note badge, rigging and photography deadlines.
- Book photo and video coverage; write the deliverables (photo set, recap film, interviews, reels) into the quote.
- Draft the content plan: which posts on which day, who approves, which channels.
- List the people to interview: leadership, product specialists, partners, visiting customers.

Three weeks before

- Register exhibitor and contractor badges for the crew and the stand team.
- Send the stand plan, product priorities and brand guidelines (logo, colours, caption style) to the crew.
- Confirm any partner signing, VIP visit or launch moment on the calendar.

Two weeks before

- Brief the stand team: portraits before opening, interview slots, consent for visitors where required.
- Prepare press-release templates that need a photograph; agree who receives selects within the hour.
- Check the run of show for stage sessions; apply for media accreditation if offered.

One week before

- Confirm the call sheet: badge pick-up, entry time, contacts, the quiet corner for interviews.
- Schedule the fifteen-minute walk-through during build-up.
- Agree folder structure and naming for the delivery.

The day before

- Walk-through on the stand: camera positions, screens, lighting, product placement.
- Clear the stand of boxes and cables for the morning clean set.
- Confirm who approves selections during the day.

Show days

- Crew on the stand before opening: empty set, portraits.
- First selects during the day; post on LinkedIn the same evening.
- Recap film and set before the day is over; forward to distributors and partners.

After the show

- Two revision rounds; final files archived with the naming convention.
- Follow-up mailing to leads with photos of the stand and the film.
- Case for next year: the stand empty and busy, the numbers, the film.