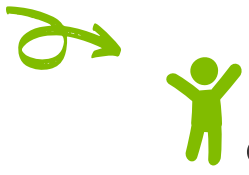


YOUR JOURNEY TO A SUCCESSFUL VITAFOODS EUROPE 2020

We will provide you with your login details for the Exhibitor Resource Centre via email*



To think about in November

- ### Plan your stand & visit
- The design of your stand
 - Whether you will need meeting space, storage or product displays
 - Your budget

- ### Promote your stand
- Your messaging when promoting your stand
 - Using the marketing tools available to you

- ### Sponsorship opportunities
- Your show objectives, do you want to:
 - Launch a product?
 - Share your latest research?
 - Raise brand awareness?

*If you have not received your login details please contact Customer Services on: vitafoodscs@informa.com

- ## To do in December
- Develop the design and layout of your stand
 - Appoint a contractor to design and build your stand
 - Book your accommodation
 - Complete your online profile & categories
 - Order your printed invites
 - Share your e-vite
 - Download and share your web banners, don't forget to hyperlink.
 - Select and book your sponsorship package and speaking slots

- ## To submit in January
- Space only: submit your stand design for review
 - Shell scheme: submit the name and logo you want displayed on your stand
 - Submit your Event Guide listing
 - Top tip**
Your listing in the event guide is a great way to get noticed on site so make sure your description stands out
 - Register your interest in showcasing a product
 - First time exhibiting? Get a head start by securing a listing in the New Exhibitor Programme

- ## To do in February
- Order services for your stand
 - Book travel for you and your team
 - Apply for a visa invitation letter (if needed)
 - Register for your exhibitor badges
 - Implement your marketing campaign and social media plan
 - Order printed invites - last chance!
 - Continue to share your e-vite
 - Consider featuring on a Vitafoods podcast
 - Book a networking drinks reception at your stand to treat your customers and attract visitors to your stand

- ## To do in July
- Plan what you will need to ship to the show
 - Tell us if you plan to provide product samples on your stand
 - Arrange your staffing for the event
 - Organise catering for your team and meetings
 - If you have a story to share, a new product to announce or a speaking engagement to publicise now is your chance to let us know through the PR tab of your exhibitor manual
 - Highlight your presence as an exhibitor by enhancing your listing in the official event app

- ## To finalise in August
- Book a vehicle timeslot
 - Check your service order meets your requirements
 - Continue to share your e-vite
 - Raise industry awareness of your Sponsor status
 - Promote your sponsored speaking session
 - Top tip**
Download the event app to keep up to date with everything that will be happening on-site

- ## To prepare in September
- Brief your team on key show information
 - Print your exhibitor badges
 - Use the onsite event planner to organise your onsite meetings
 - Read through your sponsorship instructions

- ## 1 - 3 September
- Set up your stand ready for the show to open on 1 September
 - Join the conversation online with hashtag [#vitafoodseurope20](https://twitter.com/vitafoodseurope20)
 - Deliver any sponsored items to the Vitafoods team
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