eSHOW

People | Software | Technology

EXPERT TIPS

Your show, *stage by stage*

PLAN

Each stage of the show cycle brings its own challenges. Find your show's stage below for the challenge that tends to take the most time and three moves you can make this month.

01

Just Wrapped

Your show ended this fall

THE CHALLENGE

Exhibitors start deciding on next year's booth soon after your show closes.

YOUR MOVES

- ◯ Within two weeks of closing, message each exhibitor
- ◯ Include their lead count and full lead list
- ◯ Add a rebooking link with a deadline for priority booth selection

WHY IT WORKS

A recap that arrives while the show is fresh gives exhibitors specifics for their next budget conversation, and the deadline gives them a reason to commit early.

With eShow, each exhibitor's leads and booth contract live in one system, so the recap comes together from records you already have.

02

In Production

Your show is this winter or spring

THE CHALLENGE

Exhibitors and speakers treat deadlines as suggestions, and generic reminder blasts don't move them.

YOUR MOVES

- ◯ Sort exhibitors and speakers by status
- ◯ Message those who haven't started differently than those who didn't finish
- ◯ Tie the deadline to what they'll miss, like the attendee app or printed program

WHY IT WORKS

People respond to loss aversion more than reminders. A specific thing they'll miss converts faster than a generic nudge.

With eShow, profiles, sponsorship materials, and speaker submissions live in one system, so you can see who's done, pending, or not started.

03

Early Planning

Your show is next summer

THE CHALLENGE

Floor plans, rooms, and sponsor packages are set months ahead, often based on last year's layout.

YOUR MOVES

- ◯ Pull last year's arrivals by hour, full sessions, and hall traffic by zone
- ◯ Move popular sessions into larger rooms
- ◯ Staff for peak arrivals and price sponsorships around high-traffic areas

WHY IT WORKS

Plans built on your own show's patterns give sponsors and exhibitors a clear reason to invest and give your team specifics for renewal conversations.

eShow Kinective brings registration, session, and exhibit floor activity into one view, ready when planning starts.

Our team has supported organizers at every stage of the show cycle since 1996.

Our team is glad to talk through your plans, wherever your show stands.

Let's Talk About Your Event

goeshow.com