

7 Handy Logistics Tips for Exhibitors

If you're going to be exhibiting at London Fashion Weekend this year, you'd best be prepared...

Lots of exhibitors make common mistakes. We can show you how to make the most of your time and money by guiding you through the minefield of event logistics.

1. Foodstuffs can be tricky.

Avoid sending them if possible or let your agent know so they can be properly declared. There is no escaping Customs & Revenue!

2. Leaving it too late. Seems obvious but it's a pitfall many an exhibitor has fallen into. And you could get stung by late fees. Find out the deadlines as early as possible and set yourself reminders. Never underestimate how long it could take to gather your materials and pack them.

3. Mislabelling can trip even the most experienced marketing executive up. Always refer to instructions or better still – ask for help from your Event Logistics supplier.

4. Poor packing. Don't overpack or underpack. The contents could be damaged if overstuffed and equally if there is not enough padding or wrapping used in under filled boxes.

5. Brief your stand staff

fully on what is expected from them setting-up and breaking-down the stand.

6. Use a Freight Forwarder

who specialises in event logistics. They understand the particulars of exhibitions and marketing requirements.

7. Consolidate

if you can. Ask if your logistics supplier can consolidate shipments saving you £\$€¥.



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