

# EXHIBITOR CHECKLIST 2026

## 1. Essentials - do these first

### Set up **MyEasyfairs** profile

- Complete company information (for website & event app)
- Update your stand name (this will appear on the nameboards)
- Upload your products & news
- Enter your product for the Innovation Gallery

### Marketing basics

- Save your personalised social banner
- Save your unique registration link

## 2. Timeline & deadlines

### May

- Sign up** to one (or few) exhibitor webinars
- Sign up to the **exhibitor networking drinks** in Twickenham
- 18 May - Visitor registration opens. Start promoting that you're exhibiting and invite clients & prospects.
- Download the **Packaging Plus app**

### June

- Start your marketing campaign:
  - Share personalised artwork on social media, Whatsapp & email
  - Use your unique registration link
- 15 June - Exhibitor list goes live on our website
- Early June - Access the **operational exhibitor manual** & webshop (via **MyEasyfairs**)

### July

- 14 July - Attend the exhibitor networking drinks (if relevant)
- 29 July - Deadline: Early bird for web shop
- 29 July - Deadline: Risk assessment form, grid plan, health & safety form and space only stand plans
- 31 July - **Innovation Gallery** deadline
- Add your team as stand personnel on MyEasyfairs to get your exhibitor passes onsite

### August

- Set up your Smart Badge readers in *Manage your stand* on MyEasyfairs
- 14 August - Deadline to upload your data on MyEasyfairs for our free invitation service
- 19 August - Deadline: Graphic order
- 26 August - Deadline: Exhibitor artwork
- Keep momentum on your marketing campaign

### September

- 2 Sept - Webshop closes  
After this, additional items can only be hired on build days, subject to stock
- 3 Sept - Deadline to set up Visit Connect (lead generation) via MyEasyfairs
- 14 Sept - Space only build-up, 12:00-18:00
- 15 Sept - Space only build-up, 08:00-20:00 | Shell scheme build up, 13:00-20:00
- 16 Sept - Exhibitor access: 08:30 | Event opens: 10:00 - 17:00 | Breakdown for all stands: 16:30-21:00
- 17 Sept - Download your Smart Badge leads via MyEasyfairs