

# DON'T KNOW WHERE TO BEGIN?

Don't worry! Here is a step-by-step guide that will help you prepare for the exhibition

## Step 1

Set-up your Event Strategy

## Step 2

Complete your Online Exhibitor Profile

4 Months prior to the Event

## Step 3

Check Advertising, & Sponsorship Opportunities

4 Months prior to the Event

## Step 4

Settle your Payments

4 Months prior to the Event

## Step 5

Contact Custom Design Stand Builder

4 Months prior to the Event

## Step 6

Order your Technical Services & Equipment

3 Months prior to the Event

## Step 7

Coordinate with Freight, Handling and Customs

3 Months prior to the Event

## Step 8

Plan ahead your Trip and Accommodation

3 Months prior to the Event

## Step 9

Invite your Partners with unique Promo code

2 Weeks prior to the Event

Reach out to us:  
Dubai.CS@ite.group

