

UK Garage & Bodyshop Event

3-4 June 2026, NEC

Exhibitor Checklist

NOW - Set Clear Goals

- ☐ Define objectives (lead generation, brand awareness, sales, partnerships)
- ☐ Determine key metrics for success (number of leads, meetings, demos)

NOW – Organise you & your team

- ☐ Add the show dates to your diaries – **Wednesday 3rd & Thursday 4th June 2026**
- ☐ Book your [accommodation](#)

Between NOW – JUNE - Plan & Promote Your Presence

- ☐ Announce your participation on social media and company website (*personalised assets will be available from January 2026*)
- ☐ Send email invitations to clients, prospects, and industry contacts
- ☐ Share all links and assets with your team to use on social media
- ☐ Complete the stand announcements form and tell us what you are planning by **25th March** to be included in the event preview, website and social media (*i.e. competitions, special offers, demonstrations, product launches*)

Between NOW - MARCH Your Stand

- ☐ Finalise your stand design, branding, and signage
 - If you have a shell scheme stand, how will you stand out? Have you ordered graphics?
 - Have you ordered electrics, furniture, internet?
 - Space Only stands – appoint stand designer
 - If you are bringing a vehicle make sure you complete the '[Display Vehicle Application Form](#)' to arrange delivery
 - Make sure you are aware of all deadlines **Friday 1st May**
 - Early bird prices for suppliers (NEC & Creative Live)
 - Space only stand submission deadline
- ☐ Order promotional materials (flyers, business cards, brochures)
- ☐ **DATE FOR YOUR DIARY Wednesday 4th March** - Attend the exhibitor webinar
- ☐ Set up your app for you and your team (this is included in your marketing package and details will be shared from March)

Between APRIL - MAY - Team Preparation

- ☐ Select who will be on your stand (*Do you need a mix of sales and technical team members who can answer any question you may get asked?*)

<input type="checkbox"/> Assign roles (hosts, demo presenters, lead collectors)
<input type="checkbox"/> Prepare your staff and make sure they all know the objectives and what their role is
MAY - Logistics & Final Checks
<input type="checkbox"/> Confirm stand location, build and break down times
<input type="checkbox"/> Prepare for arrival onsite <ul style="list-style-type: none"> • Complete onsite inductions • Create & distribute exhibitor badges for all staff • High Vis Jackets • Book your delivery slot for access to the rear of the halls
<input type="checkbox"/> Test all tech (screens, demos, tablets, Wi-Fi)
<input type="checkbox"/> Pack essentials (chargers, extension cords, office supplies)
Useful Links & Tools:
<ul style="list-style-type: none"> - Exhibitor Manual will live in January. ALL event information can be found here: <ul style="list-style-type: none"> ○ Stand information and guidelines ○ Build & Break down times ○ A-Z of event information ○ Task List (also includes links to suppliers, downloads and forms) ○ Webshop (online shop for electrics, graphics, AV and furniture) ○ Exhibitor Hub (order badges, download marketing assets)
<ul style="list-style-type: none"> - Google Drives – will be sent out in March with more personalised assets for you to use in social media, emails and adverts
<ul style="list-style-type: none"> - Personalised Registration Link – get this from the exhibitor hub and insert into social media posts, emails and invitations. Use it to track who registers for the event
<ul style="list-style-type: none"> - Media Package Manager – Update your company information for the exhibitor list on the website https://mediapackage.messefrankfurt.com/select-event?language=en-GB
<ul style="list-style-type: none"> - Stand Announcements Form – <i>under the task list in the manual.</i> Complete this by 25th March to be included in the event preview

NB – logins will have been set up for the person/s listed as the main contact on the booking form unless otherwise stated. If you are unable to login or would like to request a new login please contact Nicola.heath@uk.messefrankfurt.com or Liam.bryant@uk.messefrankfurt.com