

Are you ready to exhibit at the 2019 McIntosh & Son Mingenew Midwest Expo, the largest agriculture show in the Midwest of Western Australia?

PLAN

- ☐ **Save the Date – 14th & 15th August 2019**
- ☐ Site Application Form & Payment sent
- ☐ Copy of Public Liability Insurance sent
- ☐ Additional Forms completed and sent if applicable (*available online www.mmwe.com.au/exhibitor*)
 - ☐ Equipment Order **FORM 2** submit by 30 June 2019
 - ☐ Site Sharing **FORM 3** submit by 30 June 2019
 - ☐ Site Awards/New Releases **FORM 4** submit by 1 August 2019
 - ☐ Mingenew Shire Food Permit **FORM 5** submit on application if applicable
 - ☐ Sundowner Request **FORM 6** submit on application if applicable
 - ☐ Lunch deliveries **FORM 7** order form available after 30 April 2019
- ☐ Book/Arrange Accommodation (*see mmwe.com.au*)
- ☐ Marquee and Furniture
- ☐ Signage and displays
- ☐ Advertising – Social media, Print etc
- ☐ Transport/Delivery off goods/hired equipment to Mingenew

STAFF

- ☐ Trained/up-skilled staff for sales and marketing whilst at Expo
- ☐ Set targets and determine measures for success, inform staff
- ☐ Appropriate clothing – all weather, uniform, Expo logo available on request for personalised uniforms
- ☐ Staff wellbeing - food, social, standing all day
- ☐ Process for ensuring leads and contacts can be followed up after Expo

PRESENTATION/STAND

- ☐ Attractive display
- ☐ Inform Expo office of Special Guests, Competitions and New Releases for collaborative marketing opportunities
- ☐ Staff easily identifiable

THE DAY/S BEFORE

- ☐ Exhibitor Passes packed
- ☐ Power cords – tagged as per
- ☐ Promotional material

ON THE DAY!

- ☐ Enjoy the atmosphere,
- ☐ Network, socialise and
- ☐ Register your interest in Expo 2020 bookings@mmwe.com.au

Advantages of exhibiting at Mingenew Midwest Expo – effective targeted marketing, enhance corporate image, support midwest communities, meet your customers face to face, build and create relationships, exposure for your business.