

EXHIBITOR CHECKLIST

VENUE	✓
<p>ADX Sydney is being held at the International Convention Centre Sydney, 14 Darling Drive, Sydney NSW 2000. The exhibition is located in the Exhibition Centre:</p> <ul style="list-style-type: none"> Halls 5, 6, 7 (Level 4 – Exhibition Centre) See below for a map 	
<p>Where do I park?</p> <ul style="list-style-type: none"> Click here for parking options and costs. 	
<p>How do I organise a cafe account for staff?</p> <ul style="list-style-type: none"> Contact exhibitionservices@iccsydney.com 	
<p>What is the ICC's Venue plan?</p> <ul style="list-style-type: none"> Click here for the ICC plan 	
BOOTH	✓
<p>Has my custom booth design been approved? (custom booths only)</p> <ul style="list-style-type: none"> Has my stand builder submitted our design to exhibitions@adia.org.au? Has ADIA approved the design? 	
<p>Have I contacted my provider to get extra lighting (if required)?</p>	
<p>Have I contacted my provider for extra power (if required)?</p>	
<p>Do I have sufficient power boards and leads?</p> <ul style="list-style-type: none"> Have these been tested and tagged? What else needs to be tested and tagged? Have I contacted my provider for testing and tagging? 	
<p>Fascia signage (standard booths)</p> <ul style="list-style-type: none"> If I don't want the fascia signage and poles, have I contacted ADIA to advise? If I want different wording on the fascia signage, have I contacted ADIA to update? 	
<p>Have I arranged my booth decoration / dressing to maximise our chance of the Best Booth Awards?</p>	
<p>Have I planned my on-stand activation / activity to maximise our chance of the Best Activation Award?</p>	
<p>Have I arranged additional internet if I need it? (NB the public WiFi may not be enough for your needs)</p> <ul style="list-style-type: none"> Contact ICC exhibitor services (exhibitionservices@iccsydney.com) for additional internet 	
<p>Have I planned any on-stand event(s)?</p> <ul style="list-style-type: none"> Contact ADIA for approval. Contact ICC exhibitor services (exhibitionservices@iccsydney.com) to book catering 	
<p>Have I arranged catering for any on-stand event(s)?</p> <ul style="list-style-type: none"> Contact ICC exhibitor services (exhibitionservices@iccsydney.com) 	
<p>Have I secured enough hi-vis vests for all of our staff for the bump-in and bump-out periods?</p>	
<p>Do I have enough masks for staff in case of last-minute changes to event requirements?</p>	

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<p>Have I planned product demonstrations for our booth?</p> <p>If I have planned product demonstrations, have I secured the headphone system?</p> <ul style="list-style-type: none"> Contact roryk@harrythehirer.com.au 	
Have I communicated dress code to staff?	
Have I planned an onsite briefing for staff?	
<p>Have I contacted my service provider for furniture?</p> <ul style="list-style-type: none"> Tables and chairs Rubbish bin TV (wall based, stand based) Brochure stands Display cabinets Lockable storage etc 	
Do we have sufficient cleaning products to clean the stand regularly?	
<p>We have a large stand: do we need a professional cleaner?</p> <ul style="list-style-type: none"> Contact exhibitionservices@iccsydney.com 	
Do we have showbags? You must now have a table on which visitors may collect their show bags so there is no hand to hand contact.	
<p>What if I can't get there?</p> <ul style="list-style-type: none"> Talk to another trusted supplier or business who is knowledgeable about products. Can they staff your stand and answer basic questions? Can I zoom with them to assist with visitor inquiries? 	
STORAGE	✓
Have I contacted my booth builder to ensure we have sufficient storage for our items?	
Have I contacted my provider to ensure we have sufficient storage for staff personal belongings?	
We have a large quantity of stock, have I arranged storage via the freight provider ?	
Have I arranged storage via freight provider for packaging materials (e.g. crates and boxes)?	
FREIGHT	✓
Have I contacted my provider or freight provider to get my stock to the event?	
<p>I am using a local courier. Have I used the delivery docket which I downloaded from the exhibitor portal?</p> <ul style="list-style-type: none"> Download from the exhibitor portal under Freight Information 	
Have I booked my truck in with freight provider to deliver my own stock?	

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MARKETING	✓
Have I invited my database to register for ADX (adx.sydney) and visit our booth?	
Have I posted on social media to invite our followers to register for ADX (adx.sydney) and visit our booth?	
Have I added the email footer (provided by ADIA) to all staff emails?	
If we are a finalist for the Australian Dental Industry Awards, have I planned my marketing if we win?	
Have I marketed our activation our database?	
Have I marketed our activation / activity / competition / giveaway via our social media?	
Have I reminded our database to vote for us in Best Booth and Best Activation Awards (voting via the ADX app)?	
Have I promoted on social media that our followers vote for us in Best Booth and Best Activation Awards (voting via the ADX app)?	
Have I arranged for my A4 or A3 material to be displayed on the poster wall so visitors can take a photo and share it? <ul style="list-style-type: none"> Contact Nikki at nikki.kelso@adia.org.au to arrange 	
Have I booked my Learning Lab presentation(s) so we can share our messaging with dental professionals in a seminar-type environment? <ul style="list-style-type: none"> Contact Nikki at nikki.kelso@adia.org.au to arrange 	
ADX SYDNEY APP AND LEAD CAPTURE APP	✓
I have additional staff that I have not yet added. Have I contacted exhibitions@adia.org.au to add to the exhibitor list	
Have all my staff downloaded the lead capture app? NB lead capture app download details will be shared with all staff who have been registered (above).	
Do all my staff know how to use lead capture?	
Have I planned an incentive to encourage staff to capture leads?	
Have all of my staff downloaded the ADX app so that they can obtain entry to ADX? NB ADX app download details will be shared with members once the app is available in stores	
Have all of my staff downloaded the Service NSW COVID app so that they can access the venue? <ul style="list-style-type: none"> Download the Service NSW app 	

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ANCILLARY EVENTS	✓
Exhibiting company receive one free ticket per booth for the Luna Park networking event. additional tickets may be purchased. <ul style="list-style-type: none"> Register your tickets at adx.sydney 	
Have I booked my tickets for the Australian Dental Industry Awards dinner? <ul style="list-style-type: none"> Register your tables at adx.sydney 	
Have I booked my tickets for the Women In Dentistry breakfast, and invited key customers? <ul style="list-style-type: none"> Register your tables at adx.sydney 	
Have I arranged to take our key customers out to dinner or catch up with them another way?	
OTHER	✓
Have I booked travel and accommodation? <ul style="list-style-type: none"> Click here to go to the accommodation portal Do staff need parking or taxi vouchers – click here for ICC visitor information for parking 	
Do we have an alcohol policy in place?	
Have I arranged staff catering? <ul style="list-style-type: none"> Contact ICC exhibitor services (exhibitionservices@iccsydney.com) to organise an account 	
Have we signed and returned the ADIA Exhibitor Licence Agreement?	
Have we paid the ADIA exhibitor licence invoice?	
Do I have relevant insurances in place? <ul style="list-style-type: none"> Damage to or loss of the property of the Exhibitor and its employees, contractors and those for whom it is responsible for \$20 million in the aggregate for property liability Public liability, including death, injury, and loss of property of third parties including ADIA for \$20 million for any one occurrence WorkCover, workers compensation and employer's liability as required by law. 	
As part of the Exhibitor Licence Agreement have we supplied: <ul style="list-style-type: none"> The receipt of payment of the premium for each policy; and an original certificate of currency for each policy. 	

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