

Standards & Best Practices

Contractor & Client Production Timeline

Successful projects and events can be accomplished only by thorough planning and program management. The following is a suggested approach to manage planning time, design, construction and implementation within established budgets to ensure that your events are seamless for you and your event organizer and exhibiting company clients.

9 Months Prior

- Determine audience, features, budgets and objectives of the project.
- Project preliminary staffing needs, allocation of resources, organizational plan and work flow chart
- Meet to assist in developing preliminary program and schedule of events
- Meet with department heads to exchange ideas on space allocation for registration, special events, business units, partner affiliations, collector area, etc. and determine preferred traffic flow
- Commence development of preliminary floor plan to allocate space based on contracted net square footage and preliminary requests from known participants, forecasted elements, budgets and set-up time constraints
- Discussions with the facility staff and Fire Marshall regarding the venue's specific characteristics
- Create preliminary overall budgets for individual entities, business units and lines of business along with revenue forecasts
- Determine drapery, aisle and area carpet colors
- Begin discussions on general décor, graphics designs and locations

8 Months Prior

- Develop preliminary conceptual design elements and creative review
- Meet with individual business units to determine objectives, existing properties and integration with overall objectives of the event
- Update floor plan as necessary adding details as they evolve
- Update budget forecasts
- Forecast of attendance to establish registration, traffic flow, information counters, staffing and security needs
- Preliminary meeting room and common area designation for particular events and affiliated organizations
- Review hotel requirements for affiliated/co-locating groups
- Develop initial security plan, traffic and parking coordination
- Develop initial correspondence outlining quick facts such as building rules and regulations, union jurisdictions, primary vendors, exclusive services, set-up and dismantle dates and times, event dates and times, etc.
- Discuss "green" initiative opportunities
- Review initial décor designs and graphics layouts

7 Months Prior

- Produce style guide
- Follow-up meeting with individual business units, partner affiliations, sponsors, etc. to determine scope of work, participation level, creative proposals and coordination of services
- Begin development of designs for outside areas and common areas, way finding, etc.
- Update floor plan as necessary, adding details as they evolve
- Submit preliminary floor plan to facility and fire marshal
- General Contractor develop for approval line drawings of registration area to include registration counters and all applicable elements
- Develop furnishings and A/V needed for meeting rooms and common areas
- Develop initial carpet requirements
- Select secondary vendors
- Review updated decor designs and graphics layouts
- Update budget forecasts

5 Months Prior

- Revise floor plan as necessary adding details for each business unit
- Settle on outside decorating package, common areas and way finding
- Submit renderings for graphics, registration and special areas
- Update floor plan and submit for approval
- Assignment of general service contractor lead production personnel to individual events and other general responsibilities
- Develop electrical needs for registration, meeting rooms and common areas
- Review and update carpet requirements
- Establish aisle signs, exhibit floor directional requirements general decor
- Establish preliminary requirements for general contractor service center area
- Establish location of concession areas and lounges in the exhibit area
- Update budget forecasts

4 Months Prior

- General Contractor prepares exhibitors' service manual for approval
- Confirm all requirements for special events and off-property activities
- Submit floor plan to designated security service
- Submit preliminary overhead rigging requirements to various departments
- Submit color matching samples to event organizer for approval
- Provide initial renderings to event organizer for review/approval
- Revise exhibit area and meeting room floor plans as required
- Firm-up outstanding commitments and pricing proposals
- Establish schedule at a glance, bus routes, drop off areas and overall shuttle schedules for graphics
- Obtain general signage requirements from event organizer
- Finalize décor and graphics requirements
- Update budget forecasts

3 Months Prior

- Conduct 90 day site inspection and pre-event meeting
- Develop preliminary production schedule for all events
- Provide general graphic layouts to event organizer for review
- Obtain electronic files for all logos required
- Confirm entrance unit design/graphics and directional graphic locations
- Finalize all business unit requirements for production
- Send out exhibitor service manual and go live with online ordering
- Revise exhibit area and meeting room floor plans as required
- Establish credential and badge system for employees and trades (ESCA WIS)
- Determine storage areas for general contractor and all "official contractors"
- Submit disaster recovery plan, if applicable
- Update budget forecasts

2 Months Prior

- Revise all floor plans as required
- Finalize and begin production of all graphics necessary for event
- Finalize construction drawings for approval and submission to production
- Floor plan to facility and Fire Marshal for approval, if applicable
- Establish phone and internet drops on floor plan
- Establish computer rental requirements
- Establish escalator on and off / direction schedule
- Production meeting with internal staff and facility
- Confirm lights out requests for over-head lighting in facility, if applicable
- Confirm public address system for announcements

1 Month Prior

- Confirm event organizer orders for all furniture, carpet, labor, rigging, material handling, shipping and graphics
- Confirm event organizer orders with external vendors (floral, electrical, etc.)
- Prepare welcome guide and map of facility
- Pre-show meeting with all general contractor, official contractor and facility staff
- Arrange trash disposal schedules
- Revise floor plans weekly
- Arrange event organizer pick-up and shipping requirements
- Confirm scooter and communication equipment for event organizer
- Wrap-up meeting with all business units
- Final floor plan approval from facility and Fire Marshal
- Submit draft invoice to event organizer for review and approval

Begin move-in for a very successful event for all stake holders!