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COURSE BROCHURE

Trade Show and Exhibition Management Training Course

1 – 12 February 2027
Amsterdam

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Registered in the United Kingdom and Saudi Arabia

Trade Show and Exhibition Management Training Course

Ref: 349_12145 **Date:** 1 – 12 February 2027 **Location:** Amsterdam **Fees:** 11100 GBP

Trade Show and Exhibition Management is a 2-week training course for exhibition organisers, trade show managers and event sales professionals who plan, sell and stage business exhibitions, and each participant builds an exhibition launch plan. Exhibitors now demand proof of qualified visitors and measurable leads before they renew space, while venue and contractor costs rise. Jupiter Prime Training offers this course for organisers growing trade show portfolios.

Why Trade Show and Exhibition Management Matters Now

Three forces shape the exhibition business today: exhibitors who judge every show by lead quality and meetings booked, visitors who expect matchmaking, content and digital tools alongside the stands, and venues and contractors whose costs and lead times keep climbing. An organiser who positions a show clearly, sells space by value and controls the build protects rebooking rates; one who sells square metres alone loses exhibitors to rival shows. The course follows the knowledge areas common to professional exhibition management credentials, from strategy and floor plans to sales, marketing, operations and budgeting, without promising any credential.

Who Gains Most from Trade Show and Exhibition Management

- Show leads who own exhibition strategy, positioning and profit for one or more trade shows
- Exhibitor sales teams who sell space, packages and rebooking to companies and pavilions
- Sponsorship and partnership leads who build packages for brands and associations
- Operations leads who manage venues, contractors, freight and the build and breakdown
- Marketing leads who build visitor attendance and hosted buyer schemes

An exhibition organising company gains most when its show director, sales lead and operations lead attend together and agree one launch method.

Trade Show and Exhibition Management Capabilities

Participants link every square metre, sponsorship and visitor campaign to the business case that keeps the show alive.

- Assess market gaps, industry sectors and competing shows for a new exhibition — launch decisions
- Design floor plans with stand types, aisles, features and pricing zones — space revenue
- Build exhibitor sales and sponsorship packages with rebooking targets — sales teams
- Specify visitor marketing, registration and hosted buyer campaigns — attendance quality
- Calculate exhibition budgets, break-even and contractor costs — show profitability

- Communicate an exhibition launch plan to owners, partners and venues — investment approval

Key Trade Show and Exhibition Management Terms

- Space only — an exhibitor booking for bare floor area, on which the exhibitor builds a custom stand.
- Shell scheme — a ready-built modular stand supplied by the organiser with walls, fascia, lighting and power.
- Net square metres — the floor area actually sold to exhibitors, excluding aisles, features and service areas.
- Hosted buyer scheme — an arrangement inviting qualified buyers with travel or accommodation support in return for pre-booked exhibitor meetings.
- Exhibitor manual — the organiser document setting rules, deadlines, build regulations and service forms for exhibitors.
- Rebooking rate — the share of current exhibitors who book space for the next edition of the show.

Trade Show and Exhibition Management Day by Day

Day 1: Exhibition Industry and Market Position

- Trade Show Business Models and Revenue Streams — Organiser Strategy
- Industry Sector and Market Gap Analysis — New Show Selection
- Competing Shows and Calendar Positioning — Date and Format Choice
- Exhibitor and Visitor Value Propositions — Show Positioning
- Exhibition Portfolio and Launch Risk Assessment — Investment Approval

Day 2: Venue, Floor Plan and Show Design

- Venue Selection and Hall Capacity Assessment — Show Footprint
- Floor Plan Design With Aisles, Features and Zones — Visitor Flow
- Stand Types From Shell Scheme to Space Only — Pricing Structure
- Country Pavilions and Sector Zones — Exhibitor Grouping
- Seminar Theatres and Feature Areas — Visitor Dwell Time

Day 3: Exhibitor Sales Strategy

- Exhibitor Prospect Lists and Sector Targeting — Sales Pipeline
- Space Pricing per Square Metre and Premium Locations — Revenue Yield
- Exhibitor Sales Process and Contract Terms — Booking Conversion
- Rebooking Campaigns and Onsite Sales — Next Edition Revenue
- Agent and Pavilion Partner Networks — International Reach

Day 4: Sponsorship and Partnerships

- Sponsorship Package Design and Tiering — Sponsor Value
- Association and Media Partnership Agreements — Industry Endorsement
- Branding and Digital Sponsorship Inventory — Additional Revenue
- Sponsor Activation and Reporting — Renewal Decisions
- Partner Conflict and Exclusivity Management — Relationship Protection

Day 5: Visitor Marketing and Attendance

- Visitor Personas and Buyer Qualification — Attendance Quality
- Multi-Channel Visitor Marketing Campaigns — Registration Growth
- Hosted Buyer and VIP Schemes — Meeting Volume
- Registration, Badging and Data Capture — Lead Quality
- Conference and Content Sessions as Attractors — Visitor Motivation

Day 6: Exhibitor Services and Experience

- Exhibitor Manual and Service Deadlines — Exhibitor Readiness
- Exhibitor Portal and Online Ordering — Service Revenue
- Matchmaking and Lead Retrieval Tools — Exhibitor Return
- Exhibitor Communication Before and During the Show — Satisfaction
- Exhibitor Feedback and Complaint Handling — Rebooking Protection

Day 7: Contractors, Logistics and Build

- Official Contractor Appointment and Contracts — Service Quality
- Freight, Customs and Material Handling — Build Readiness
- Build, Open and Breakdown Scheduling — Hall Timeline
- Stand Design Approval and Build Regulations — Safety Compliance
- Utilities, Furniture and Audio-Visual Services — Exhibitor Needs

Day 8: Health, Safety and Show Operations

- Exhibition Risk Assessment and Safety Plans — Hall Safety
- Crowd Flow, Capacity and Emergency Routes — Visitor Protection
- Security, Access Control and Accreditation — Hall Integrity
- Onsite Operations Office and Issue Logs — Show Day Control
- Sustainability in Stand Build and Waste — Environmental Footprint

Day 9: Exhibition Budgeting and Performance

- Exhibition Budget Structure and Cost Lines — Financial Control
- Break-Even Analysis by Net Square Metres — Launch Viability
- Cash Flow From Deposits and Payment Schedules — Funding Needs
- Post-Show Audits of Exhibitor and Visitor Data — Performance Evidence
- Exhibitor and Visitor Satisfaction Surveys — Improvement Priorities

Day 10: Practising the Exhibition Launch Plan

- Market Position and Floor Plan Applied to a New Show — Concept
- Exhibitor Sales and Sponsorship Applied to the Show — Revenue Plan
- Visitor Marketing and Services Applied to the Show — Attendance Plan
- Contractors, Safety and Budget Applied to the Show — Delivery Plan
- Exhibition Launch Plan Completed and Presented — Owner Approval

Applying Trade Show and Exhibition Management After the Course

- Redraw the floor plan of the next show using the zoning, feature and pricing methods covered, and test the revenue impact with the sales lead
- Run a rebooking review of the last edition using exhibitor feedback and lead data, and set rebooking targets for the sales team

Trade Show and Exhibition Management Questions FAQ

What is Trade Show and Exhibition Management and why does it matter now?

Trade Show and Exhibition Management is the discipline of positioning, selling, marketing and staging business exhibitions profitably. It matters now because exhibitors demand qualified visitors and leads, while venue and contractor costs leave little margin for poorly planned shows.

Which roles gain most from Trade Show and Exhibition Management?

Show directors, exhibitor sales teams, sponsorship leads, operations leads and visitor marketing leads gain most. Each of them shapes the space sold, the visitors attracted or the build delivered, so one launch method improves results.

How does Trade Show and Exhibition Management differ from a conference management course?

A conference management course focuses on agendas, speakers and delegate experience. This subject focuses on exhibitions, covering floor plans, space and sponsorship sales, visitor acquisition, contractors and build logistics, and exhibition budgets.

What do you bring back from Trade Show and Exhibition Management?

You bring back an exhibition launch plan for a new or relaunched show, with market position, floor plan, sales and sponsorship targets, visitor marketing, contractor schedule and budget ready for owner approval.

Trade Show and Exhibition Management: The Way Forward

The exhibition launch plan first informs the go decision, venue booking and sales targets for a new or relaunched show. Show directors, sales leads and operations leads use it to brief owners, partners and contractors. After its first use, the visitor quality assumptions deserve a second look, because exhibitors rebook on the buyers they meet rather than on floor space.