XCELERATE TRAINING INSTITUTE

your learning & development partner

TOURISM, EVENTS & SPORTS MANAGEMENT

Exhibition and Trade Show Management Training Course

Planning, Selling and Delivering Successful Exhibitions

DURATION	LANGUAGE	FORMAT	COURSE CODE
5 days	English or Arabic	Classroom / Online	CS-104

Upcoming dates

Dates	Venue	Format	Fee
8 – 12 Feb 2027	Live online	Online (live)	€1,200
15 – 19 Mar 2027	Dubai	Classroom	€3,800
28 Jun – 2 Jul 2027	Geneva	Classroom	€4,800
16 – 20 Aug 2027	Live online	Online (live)	€1,200
6 – 10 Sep 2027	Istanbul	Classroom	€3,800
13 – 17 Dec 2027	Kuala Lumpur	Classroom	€5,500

Register or ask a question

Online: x8ti.com/course/exhibition-and-trade-show-management-training-course/

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Exhibition and Trade Show Management Training Course

Introduction

Exhibitions and trade shows are a major business in the Gulf, bringing together industries, buyers and investors. Organising successful exhibitions requires strong planning, exhibitor sales, visitor marketing, operations and partner management.

This course covers exhibition management from concept to post-show evaluation, for organisers, venue teams and exhibitors.

Learning Objectives

By the end of this course, participants will be able to:

- Develop exhibition concepts and business plans
- Plan exhibition timelines and budgets
- Sell space and sponsorship to exhibitors
- Attract and register visitors
- Manage exhibition operations and contractors
- Evaluate exhibition success

Training Methodology

This course combines short expert presentations with practical exercises, case studies from the Gulf and international organisations, group discussions and work with real templates and tools. Participants are encouraged to bring examples from their own work so that the learning can be applied immediately.

Participants plan an exhibition project, including budget, sales and operations plans.

Benefits for Your Organisation

- Successful, profitable exhibitions
- Higher exhibitor and visitor satisfaction
- Smooth operations
- Repeat business

Benefits for You

- Exhibition planning skills
- Sales and marketing techniques
- Operations knowledge
- Career skills in the events industry

Who Should Attend

This course is designed for:

- Exhibition organisers and project managers

- Venue and event staff
- Sales and sponsorship managers
- Marketing professionals
- Companies exhibiting at trade shows

Course Outline

Day 1: Exhibition Industry

- Exhibition industry in the Gulf
- Exhibition concepts and formats
- Business models
- Market research
- Exhibition business plans

Day 2: Planning and Budgeting

- Timelines and critical paths
- Budgets and pricing
- Venue selection
- Floor plans
- Contractors and suppliers

Day 3: Sales and Marketing

- Exhibitor sales
- Sponsorship packages
- Visitor marketing
- Registration and badging
- Digital and hybrid elements

Day 4: Operations

- Build-up and breakdown
- Exhibitor services
- Health, safety and security
- On-site management
- Conference programmes

Day 5: Evaluation

- Measuring exhibition success
- Exhibitor and visitor surveys
- Financial review
- Lessons learned
- Project presentation

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Registration Form

Exhibition and Trade Show Management Training Course

Preferred dates: ..... Venue or online: .....

Duration: 5 days Language: .....

Please complete and email this form to us, or register online. We confirm your place and send the invoice within one working day.

Delegate information

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Official email: ..... Personal email: .....

Company information

Company name: .....

Address: .....

City / country: ..... VAT / tax number: .....

Person responsible for training & development

Full name (Mr / Ms / Dr / Eng): .....

Position: ..... Telephone / mobile: .....

Email: .....

Payment

☐ Please invoice me ☐ Please invoice my company

Signature: ..... Date: .....

Call	Email this form	Register online
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