

EXHIBITOR PRE-EXHIBITION CHECKLIST

- Book the exhibition space:** Consider proximity to main entrances, high-traffic areas, and competitor booths.
- Submit Payment to the Organizer:** Ensure that all booth fees and payments are submitted to the event organizer by the specified deadlines to secure your space.
- Complete Exhibitor Portal/Manual:** Thoroughly review the exhibitor manual and comply with all rules, regulations, and deadlines outlined by the event organizer.
- Book a Contractor:** If needed, hire a booth contractor for setup and dismantling. Ensure they understand your booth design and logistics.
- Design the Booth:** Plan and design your booth layout, graphics, and materials. Create a visually engaging and informative space.
- Book Electricity and Wi-Fi and Additional furniture.** Arrange for electrical and internet connections if required for your booth. Ensure you have the necessary infrastructure.
- Social Media Promotions:** Develop a social media strategy for promoting your presence at the event. Create engaging content, schedule posts, and use event hashtags.
- Train the Staff:** Provide comprehensive training for booth staff on product knowledge, etiquette, and lead generation. Ensure they can effectively engage with attendees.
- Set Clear Objectives:** Define specific and measurable goals for the exhibition, such as lead generation, sales targets, or brand exposure.
- Order Booth Materials and Supplies:** Ensure you have all the materials you need, including brochures, business cards, giveaways, and any promotional items.
- Prepare a Lead Capture System:** Set up a lead capture system, such as an app or forms, to collect attendee information during the event.

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- Plan for Giveaways and Contests:** Decide on any giveaways or contests you want to run at the booth to attract and engage attendees.
- Coordinate Logistics:** Organize transportation and delivery of booth materials and products to the event venue.
- Create a Backup Plan:** Prepare for contingencies, such as equipment malfunctions or staff changes.
- Prepare a Booth Schedule:** Create a staffing schedule to ensure your booth is adequately manned during all exhibition hours.
- Promotional Materials:** Design and print promotional materials, posters, and banners.
- Booth Setup and Rehearsal:** Do a dry run of your booth setup to ensure everything fits and works as planned.
- Review Marketing Collateral:** Ensure all marketing materials are up-to-date, error-free, and reflect your latest products and services.
- Local Accommodations:** If the event is in a different city, book accommodations for your team in advance.
- Create an Event Schedule:** Plan your activities during the event, such as product demonstrations, presentations, or special promotions.
- Pre-Event Promotion: Continue** promoting your participation via email, social media, and other channels as the event date approaches.
- Review Legal and Compliance Requirements:** Ensure that your booth and activities comply with all legal and industry-specific regulations.
- Emergency Kit:** Prepare a kit with essentials like first-aid supplies, tools, and extra stationery.

This checklist should help exhibitors stay organized and ensure they have all the necessary preparations in place before the exhibition. They can use it as a guide to stay on track and maximize their ROI at the event.