

## 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.**