

Last-Minute Exhibition Checklist

Have you confirmed your...

- | | |
|---|--|
| <input type="checkbox"/> Floor Space and Stand Number | <input type="checkbox"/> Transport |
| <input type="checkbox"/> Exhibition Stand | <input type="checkbox"/> Transfers to/from the Venue |
| <input type="checkbox"/> Exhibition Stand Dressing | <input type="checkbox"/> Client Meetings |
| <input type="checkbox"/> Venue Arrangements | <input type="checkbox"/> Restaurant Bookings |
| <input type="checkbox"/> On-site Services | <input type="checkbox"/> Booth Staff |
| <input type="checkbox"/> Accommodation | <input type="checkbox"/> Badge Scanner Rental |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |

Do your team...

- Understand their role on the exhibition stand
- Know the travel arrangements
- Know how to qualify a lead
- Know how to use the lead capture software
- Have meetings booked with important clients
- Understand the follow-up strategy
- _____

Have you...

- Used the event hashtag on social media
- Shared an update on your company website
- Email marketing: "see you at..."
- Told your audience on social media (LinkedIn, Facebook, Twitter, etc.)
- Distributed a press release
- Updated your Out of Office
- _____

Have you packed your...

- | | |
|---|--|
| <input type="checkbox"/> Exhibitor Passes | <input type="checkbox"/> Event Floor Plan |
| <input type="checkbox"/> Parking Passes | <input type="checkbox"/> Business Cards |
| <input type="checkbox"/> Comfy Shoes | <input type="checkbox"/> Stationery (pen, paper, tape) |
| <input type="checkbox"/> Promotional Items | <input type="checkbox"/> First Aid |
| <input type="checkbox"/> Travel Documents | <input type="checkbox"/> Rubbish Bags |
| <input type="checkbox"/> Accommodation Confirmation | <input type="checkbox"/> Electronics' Chargers |
| <input type="checkbox"/> _____ | <input type="checkbox"/> _____ |