### Last-Minute Exhibition Checklist

#### Have you confirmed your...

- Floor Space and Stand Number
- Exhibition Stand
- Exhibition Stand Dressing
- Venue Arrangements
- On-site Services
- Accommodation
- Transport
- Transfers to/from the Venue
- Client Meetings
- Restaurant Bookings
- Booth Staff
- Badge Scanner Rental

#### 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...

- Exhibitor Passes
- Parking Passes
- Comfy Shoes
- Promotional Items
- Travel Documents
- Accommodation Confirmation
- Event Floor Plan
- Business Cards
- Stationery (pen, paper, tape)
- First Aid
- Rubbish Bags
- Electronics’ Chargers