

## Booth Preparation Checklist for Exhibitors

### 1. Pre-Show Planning (8–12 Weeks Out)

- ✓ Review exhibitor service manual & deadlines (order forms, shipping, badges).
- ✓ Confirm booth space, size, and location on floor plan.
- ✓ Finalize booth design/layout (graphics, furniture, lighting, AV).
- ✓ Order electrical, internet, carpet/flooring, and other utilities.
- ✓ Arrange shipping & material handling (advance warehouse vs. direct-to-show site).
- ✓ Hire/install labor (union vs. exhibitor-appointed contractor).
- ✓ Book travel and hotels for staff.
- ✓ Order giveaways, printed materials, and branded signage.
- ✓ Schedule meetings with clients/prospects in advance.

### 2. Marketing & Promotion

- ✓ Use show hashtags and official graphics in your social media.
- ✓ Send personalized invitations to clients/prospects with the complimentary EXPO Only pass.
- ✓ Announce booth # and promotions via email, newsletter, and website.

### 3. Booth Staff Preparation

- ✓ Select staff with product knowledge and people skills.
- ✓ Conduct booth staff training (elevator pitch, product demos, lead capture process).
- ✓ Set staffing schedule (avoid empty booth times).
- ✓ Review dress code/brand apparel.
- ✓ Align goals: number of leads, sales meetings, or demos completed.

### 4. Shipping & Onsite Logistics

- ✓ Label all freight clearly with booth # and company name.
- ✓ Carry critical items (laptops, chargers, small signage) with you, not in freight.
- ✓ Pack a “show survival kit”: scissors, tape, extension cords, markers, zip ties, snacks.
- ✓ Set up booth early to troubleshoot issues with power, AV, or layout.

### 5. During the Show

- ✓ Keep booth tidy, stocked, and welcoming.
- ✓ Capture leads digitally (badge scanners, lead apps, or forms).
- ✓ Engage attendees proactively—don’t sit behind the table!
- ✓ Track metrics daily (number of demos, scans, meetings).

### 6. Post-Show Follow-Up

- ✓ Send thank-you emails to all leads within 3–5 days.
- ✓ Prioritize hot leads for immediate sales follow-up.
- ✓ Share a wrap-up post on social media.