

YOUR EXHIBITION CHECKLIST

Once expo season is in full swing, it's easy to get overwhelmed. This checklist is sure to keep you on track.



BEFORE THE EVENT

- Research the event, e.g. size, schedule, attendees, competitors
- Plan your travel, e.g. dates, flights, accommodation
- Print collateral, e.g. business cards, flyers, brochures, promotional items
- Prepare a content marketing strategy for pre, during and post the event
- Start implementing content strategy
- Plan your booth set-up, e.g. signage, furniture and required tech
- List every item and piece of equipment to bring along
- Prepare your lead collection strategy, e.g. via tablets or pen and paper
- Prepare a schedule, including relevant keynotes, and presentations you would like to attend and people you would like to meet
- Prepare conversation openers



ON THE DAY OF THE EVENT

- Divide tasks among your team members
- Set up your booth
- Prepare swag bags (optional)
- Implement social media content strategy
- Walk around to get a whole picture of the event and its attendees
- Make time for networking with potential clients
- Place a bowl in your stand to collect other business cards
- Connect with people on LinkedIn



AFTER THE EVENT

- Enter all manually received leads into your database
- Send out follow-up emails to all generated leads
- Review the event in a wrap-up blog, social media post or video
- Evaluate your performance