

# 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