

conference & exhibition checklist

Event:

Date(s) of event:

	DEADLINE	RESPONSIBILITY	COMPLETE
Prior to the Show			
Agree budget for show			☐
Agree objectives*			☐
Appoint project manager			☐
Book stand space			☐
Check dimensions of space			☐
Confirm power/water supply			☐
Book accommodation			☐
Organise show passes			☐
Promoting your event			
Invitations			☐
Organise PR			☐
Social media			☐
Email marketing			☐
Press release			☐
Adverts in trade magazines			☐
Blog posts on website			☐
Identification			
Name badges - visitors			☐
Name badges - staff			☐
ID cards			☐
Lanyards			☐
Branded clothing for staff:			☐
• Polo shirts			☐
• T-shirts			☐
• Business shirts			☐

* sales, leads, launch new products, raise profile, new contacts, develop relationships with existing clients.

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Display / stand requirements			
Roller banners			☐
Pop up stands			☐
Modular display stand			☐
Flags			☐
Posters			☐
Poster frames			☐
Banners			☐
Graphic panels			☐
Table cloths			☐
Literature stands and holders			☐
AV equipment and videos			☐
Extension cables			☐
Stand furniture - tables and chairs			☐
Counter/welcome desk			☐
A frames			☐
Velcro			☐
Toolkit - scissors, screwdriver, pliers			☐
Marketing			
Brochures			☐
Leaflets			☐
Postcards			☐
Show offers			☐
Competition			☐
Bags to carry merchandise			☐
Samples			☐
Enquiry pads			☐
Speakers notes			☐
Promotional items			☐
Press pack			☐
Conference folders			☐
Business cards			☐

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Goody bags			☐
Giveaways			☐
Pens			☐
Bowl or box to collect business cards			☐
Price lists			☐
Laptops/computers/tablets			☐
Confectionery			☐
Organise a competition to collect new leads contact information?			☐
Case studies			☐
Organise photography of stand and visitors			☐
Staff			
Brief all staff on key messages			☐
Timetable for manning stand			☐
Housekeeping			
Health and safety requirements			☐
Insurance			☐
Catering - coffee maker, mugs/cups, plates etc			☐
Cleaning materials - rubbish bags			☐
First aid kit			☐
After the show			
Follow up enquiries:			
Email			☐
Direct mail			☐
Thank you letters			☐
Brochures/catalogues			☐
Telephone call			☐
Social media - trends/tips from show			☐
Add new contacts to your CRM for marketing to in future			☐
Update your website with news of the show			☐
Evaluate show in terms of original objectives			☐
What would you do differently next time?			☐