

Exhibition Checklist

Congratulations! You've booked your stand at an exhibition! This is an exciting event to be part of but also can be quite daunting and overwhelming with everything you need to think about doing. So we have put together a checklist for you to work through to make it easier.

- Set a goal as to what you want to achieve for exhibiting
- What will your stand look like – what equipment do you need:
 - Roller Banners
 - Fabric Backdrop
 - Shell Scheme panels
 - Posters
 - Literature Stand
 - Lighting
 - Furniture
 - Audio equipment
 - Electrics
- Do you have promotional literature to handout?
 - Leaflets
 - Fliers
 - Business Cards
 - Brochures
 - Price List
- Do you have promotional merchandise to handout?
 - Branded Stationery
 - Branded gimmicks to giveaway – ensure these are relevant to your business and your brand
- Are you doing a prize draw / competition
 - Do you have entry forms to fill out
 - Think of ways to promote the prize draw
- Decide what special offers you will promote on the day
- Print Interest Forms

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- Pre event marketing activity (add your stand number when promoting the below)
 - Promote on your website
 - Promote on social media
 - Email Leads
 - Write a blog
 - Add to your email signature
- Are you launching a new product/service? Put together a Press Pack for the Media Partners
- Consider having a team of people on your stand. It's a tiring day for 1 person
- Put up your stand beforehand and measure out the space to make sure it all fits
- Write a checklist of the things you need to take on the day
- Follow up your leads after the event
- Take time out to review how well it went

Feel a little overwhelmed?

There's no need to be, just take one point at a time and work through making regular progress.
If you feel like you need some advice or support drop us an email or give us a call.

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