



# EXHIBITORS CHECKLIST

**UP TO ONE MONTH PRIOR TO SHOW**

Complete this checklist

- Finalize Booth Display**, signage promotional items & marketing material.
- Confirm Important dates and products.** Double check that all action steps on your time line have been covered. **A move-in schedule** is provided in the **Rules and Regulations** Section 2.3 of the **Exhibitor Reference Manual**, see attached pdf or on-line in the **Exhibitor Resources under Exhibitor Information & Downloads**
  - Shipping documentation.
  - Travel Reservations - it is a good idea to call the hotels to verify room requests.
  - Availability of all supplies (i.e. order books, scratch pads, business cards, pencils, etc.)
  - Show Contractor's orders
- Plan Product Demonstrations.** Practice effective, engaging presentations.
- Prepare a tool kit** with all necessary items to set-up your booth, equipment, emergency repairs and cleaning products (i.e. utility knife, tape, velcro, screwdrivers, cleaning cloths, glass cleaner, etc.).
- Inform and Train your staff!**
  - Share your Trade Show Objectives with all exhibit/event staff. Experience has shown that holding a briefing session prior to the Show helps to ensure that everyone is prepared and positioned to accomplish your objectives.
  - Create a unique identity for your booth staff, decide on a team dress code.
  - Establish a follow up protocol for all prospects and leads. Prioritize your leads and make follow-up contact promptly.
- Continue Pre-show Marketing Activities!**
- Begin a Telephone Blitz.** Have your sales personnel remind your Key Customers about the Show and invite them to visit your booth. Show your customers you are different and show the value of seeing you at the show. Generate Excitement to attend the show... **An Opportunity to Scale to New Heights...**
- Schedule meetings**, lunches or dinners at the show with customers and prospects.

## LET THE SHOW BEGIN!

- Obtain your Exhibitor Package** (i.e. staff badges, etc.) Visit the Show Office by the registration entrance. **Exhibitor parking passes** can be purchased at the Expo Centre on Tuesday April 17 between 9 am - 4 pm during move-in and at the toll booths April 18th only. The rate is \$10.00/pass/day and includes in/out privileges. Parking passes are not required for both move-in days. Daily parking passes can be purchased at the toll booths at \$12.00/pass/day, with no in/out privileges.
- Ensure your booth is open and inviting, maximize "walking around" space, arrange your promotional items and literature for easy access during the Show.  
**NOTE: YOUR BOOTH MUST BE COMPLETE AND READY FOR ACTION BY 9:30 AM ON WEDNESDAY, APRIL 18!**
- Make the most of your participation** in the Exhibit, Conference, Seminars and Presentations.
  - Review your Exhibiting plan and objectives with staff.
  - Welcome everyone warmly to your booth with a smile. Be personable and polite. Don't text or make calls in your booth.
  - Do not eat in your booth. Make use of breath mints.
  - Do not leave your booth unattended.
  - Have a '30 second commercial', to engage the curiosity of the clients.
  - Be sure to scan their badge... if they express interest in your product, ask key questions to uncover any special needs
- Schedule breakfast meetings each day of the Show to brief your staff on the day's activities.
- This is your opportunity to enhance brand and product visibility, promote new and existing products, generate leads and drive incremental sales. Get maximum ROI.**



**Exhibit and Conference Direct Line 780.690.2600**