

# The Exhibitor Checklist

- ✓ Do you have graphics or roller banners/pop-up banners you can bring?
- ✓ Have you ordered the display elements to your stand? (Get in touch for our recommended suppliers).
- ✓ Are you bringing promotional literature e.g. flyers, leaflets, brochures, or magazines?
- ✓ Are you bringing a television or screen to display a product?

- ✓ Have you got a stack of business cards for delegates?
- ✓ Have you got branded stationary or merchandise you can bring e.g. notepads, pens, confectionery, desk accessories?
- ✓ Have you organised a giveaway or prize draw for your stand to attract delegates attention and more importantly gain contact details for post-event follow-ups.

- ✓ Have you arranged what staff you are bringing on the day? Don't forget to have a rota and bring the most productive members of your sales team!
- ✓ Don't forget to pack an exhibition pack with the essentials e.g. scissors, pens, velcro if you are hanging up graphics.