

EXHIBITOR & SPONSOR CHECKLIST

PRE-EVENT (6-12 MONTHS BEFORE)

- ☐ REVIEW PREVIOUS FEEDBACK
- ☐ ESTABLISH TIERS
- ☐ FINALIZE LAYOUT AND BOOTH OPTIONS
- ☐ ALIGN OFFERINGS WITH AGENDA
- ☐ DETERMINE KPIS
- ☐ SELECT EXHIBITOR MANAGEMENT PLATFORM
- ☐ SET DEADLINES
- ASSIGN POINT OF CONTACT

RECRUITMENT & ONBOARDING (4-6 MONTHS BEFORE)

- ☐ PREPARE AND DISTRIBUTE PROSPECTUS
- ☐ SEND CONTRACTS
- ☐ SEND WELCOME EMAIL
- ☐ ASSIGN ACCOUNT MANAGER
- ☐ SHARE CALENDAR WITH KEY DATES

ASSET COLLECTION (2-4 MONTHS BEFORE)

- ☐ COMPANY DESCRIPTION & ARTWORK
- ☐ AV REQUIREMENTS CONFIRMED
- ☐ SPONSOR LISTING IN WEBSITE AND MOBILE APP
- ☐ AGENDA REVIEWED & FINALIZED

LOGISTICS & SUPPORT (1-2 MONTHS BEFORE)

- ☐ SHARE SHIPPING INSTRUCTIONS
- ☐ BOOTH SETUP/TAKEDOWN SCHEDULED
- ☐ PROCESS ORDERS
- ☐ PROCESS EXHIBITOR BADGES
- ☐ ACTIVATE MOBILE APP

FINAL CHECKS (1-2 WEEKS BEFORE)

- ☐ SEND REMINDERS FOR MISSING ITEMS
- ☐ SEND VENUE CONTACT LIST
- ☐ SHARE EMERGENCY & SAFETY DETAILS
- ☐ ACTIVATE SPONSOR SUPPORT CHANNEL
- ☐ TEST QR CODES, LEAD RETRIEVAL TOOLS, & SCANNERS
- ☐ ONSITE REHEARSALS