



# EXHIBITION CHECKLIST

This checklist helps ensure nothing gets overlooked while keeping the focus on the points that lead to more meetings, better leads, and less stress in the final weeks.

## Use this checklist:

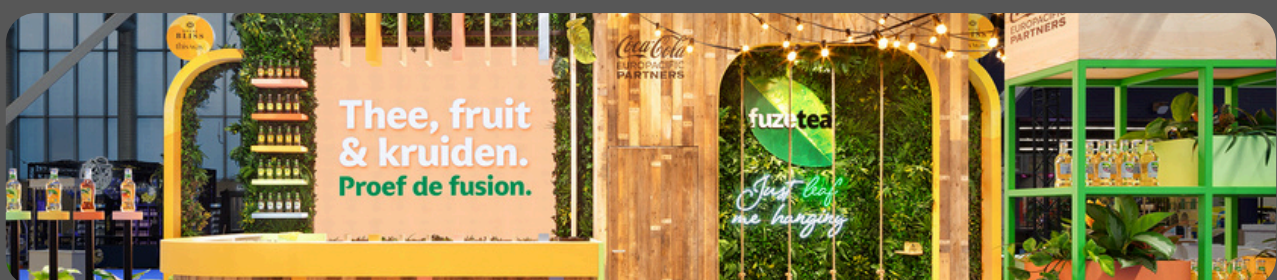
- When preparing for the next trade show.
- As a basis for discussions with management and sales.
- As a framework for briefing the stand builder.

### Goals and target audience:

- Have the trade show goals been clearly defined? (number of leads, meetings, demos, sign ups)
- Is the primary target audience at the trade show clearly identified? (which role, which industry, which type of organisation)
- Is there a clear reason for exhibiting at this specific trade show? (visibility, launch, relationship management, lead generation)

### Core message:

- Has the stand's core message been written down in one sentence?
- Can this core message be read and understood from ten metres away?
- Have no more than two supporting messages been selected? (for example product groups, solutions, or themes)
- Does the message match the language the visitor uses themselves?





### Stand team:

- Is there a good mix of sales, marketing, and subject matter experts?
- Does everyone know what role they have at the stand?
- Has all required information been sent before the first day of the trade show?
- Has it been agreed how the team will approach visitors?
- Is it clear what is and is not desirable in terms of behaviour?(phone use, posture, eating at the stand, clothing)

### Leads and follow up:

- Has it been agreed how leads will be registered?(tool, app, form, CRM)

### **Stand concept:**

- Has thought been given to what visitors should feel, see, and do at the stand?
- Is the link between the brand and the stand clearly visible?
- Are the main products or services positioned logically?
- Have the technical requirements and the exhibitor manual been reviewed?

### **Visitor flow and zones:**

- Is there a logical route through the stand?
- Is there a clear space for short initial conversations?
- Is there a separate zone for in depth conversations and demos?

### **Activation:**

- Is there an activation or format that encourages visitors to stop and engage? (demo, tool, game element, mini session, tasting, test, scan)
- Does the activation align with the goals of the trade show?
- Can the stand team explain the activation easily in one sentence?

## Deadlines and organisation:

- Are all deadlines from the trade show organiser known and entered into the calendar?
- Has someone been assigned to manage all communication with the trade show organiser?
- Have technical facilities such as electricity, water, and suspension points been ordered?

## Materials and resources:

- Have all visuals been delivered to the stand builder on time?
- Have printed materials, giveaways, and samples been ordered and delivered?
- Is it clear which materials will be provided by the stand builder and which ones will be brought along separately?
- Has it been checked whether all materials will arrive on site?



### **Build up and dismantling:**

- Are the build up and dismantling times known to everyone involved?
- Has an on site contact person been assigned?
- Has it been agreed what will happen to the materials afterwards? (storage, reuse, recycling)
- Has transport been arranged if needed?
- Have time slots been reserved and equipment such as a forklift or pallet truck been requested?

### **Measuring results:**

- Has an evaluation moment been scheduled within one week after the trade show?
- Have the goals been compared with the results? (number of leads, quality of leads, meetings, sign ups, demos)
- Have the costs and returns been mapped out?
- Has feedback been collected from the stand team and sales?
- Has it been noted what worked well in terms of design and visitor flow?
- Has it been discussed whether the current stand setup still fits next year's goals?

## Closing note:

This checklist was developed by KOP Expo.

We build stands that do more than just get noticed.

Curious how we think along with you about the concept for your next trade show participation?

Visit [www.kopexpo.com](http://www.kopexpo.com) or get in touch with the KOP team.

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WE BUILD.  
YOUR BRAND EXPERIENCE.**