

The Definitive Guide to Exhibiting in Australia Exhibition Checklist

Below are some simple and important questions to consider when planning and exhibiting.

This checklist is part of the [Definitive Guide to Exhibiting in Australia](#).

Pre Event Items

- [Company's Objectives and Goals for the trade show/event](#) have been established and meet SMART criteria
- Company's Objectives and Goals for the trade show/event shared and understood by stand crew
- Contact collection and [follow up process](#) is in place and tested

Staffing

- Any staff event registration completed
 - cut off dates checked
 - late fees or penalties identified
- Crew schedules set up including
 - arrival time
 - break time (including meals)
 - departure time
 - pre and post event briefing and debrief
- Staff Selected and Trained
- Guidelines for dealing with visitors communicated
 - How to politely get rid of time-wasters
 - How to identify target visitors
 - How to collect contacts
 - What to do if visitors want to close a sale
- Event Dress Code and [Etiquette Communicated](#)
 - If uniforms required - all staff have uniforms
 - Spare uniforms on hand in case of accidents (spillages) or replacement
 - Name Tags for staff
- Accommodation and Transportation
 - Accommodation and transportation to and from the event is organised

- Consumables such as promotional gifts, brochures ordered
- Samples and Demonstration Products ordered and checked
- Contact details for decision makers or senior executives provided including times when a senior executive or decision maker will be on the floor

Pre Event Marketing

- Promoted on company website
- Promoted on social media
- Promoted on appropriate offline media
- Invitations to clients sent
- Invitations to relevant mailing lists sent

Event

- Registration completed
- Event operating times confirmed
- Emergency evacuation procedures understood
- Staff facilities identified and teams advised
- Rubbish and waste disposal process confirmed (including recyclable)

Exhibition Stand

- Backup of artwork created and available
- Power requirements
 - Power requirements have been calculated
 - type of power required (5 amp, 10 amp, 15 or 20 amp, 3 phase or 5 phase)
- Cabling requirements
 - Determined no of cables required
 - Position of cables on and around stand has been worked out
 - Additional equipment requirements (tape, protective covers, power boards) completed and on hand
- Power requirements discussed and confirmed with event organisers

Audio Visual

- Tested at venue
- Back up of AV ready and at venue

- Approved by Event organiser (i.e. within guidelines)
- Practice SetUp Completed
- Looking for more tips – check out [7 Tips for Effective Use of AV on your Display Stand](#)

End of Day Checklist

- All the day's contacts have been collected and saved
- Contact information sent to marketing or sales for follow up
- Consumables checked and replenished
- Stand cleaned and reset for next day
- Arrival times for stand crew agreed and confirmed
- Staff debrief completed

You can find other checklists and tools and resources to help you prepare for your next exhibition including [Killer Tips for First Time Exhibitors](#) in the [Definitive Guide to Exhibition Marketing in Australia](#).

Need More Help With Exhibition Stand Planning or Design

[NVP Exhibits](#) would be happy to help you with any further exhibition stand planning or design questions you may have