

Exhibition Planning Checklist

A practical guide to preparing for a successful exhibition



OBJECTIVES & PLANNING

- Have you clearly defined why you are attending the exhibition?
- Do you know what success looks like to you (leads, meetings, awareness)?
- Have you set a realistic budget for the event?
- Have you reviewed the exhibitor manual and venue rules?
- Have you checked build heights, power limits and access times?

OBJECTIVES & PLANNING

- Do you know the exact size and orientation of your stand?
- Have you considered how visitors will approach your space?
- Is it obvious where people should stand or walk?
- Have you allowed space for conversations, not just displays?
- Is your stand solution appropriate for your experience level?
- Do you know who is responsible for setup and breakdown?

BRAND VISIBILITY

- Is it immediately clear what your company does from a distance?
- Is your logo visible from more than one angle?
- Can visitors understand your offer within a few seconds?
- Is your branding consistent with your website and marketing?
- Have you considered height, lighting or movement to stand out?

GRAPHICS & CONTENT

- Are your graphics readable from several metres away?
- Is your messaging simple and benefit-led?
- Have you avoided overcrowding your stand with text?
- Are any dates, prices or claims up to date?
- Do you have spare graphics or contingency options if needed?

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PRINTED MATERIALS

- Do you have brochures, flyers or handouts available?
- Do you have somewhere to display them professionally?
- Have you printed enough for the duration of the event?
- Are contact details and calls to action clear?
- Are materials easy for visitors to take away?

BRANDED WEARABLES & STAFF PRESENCE

- Are staff wearing branded clothing?
- Is it clear who works on the stand and who doesn't?
- Is clothing comfortable for long days on site?
- Are staff briefed on key messages and objectives?
- Do staff know how to start conversations with visitors?

TECHNOLOGY & ENGAGEMENT

- Will you use screens, videos or interactive content?
- Is any AV compatible with the venue?
- Do you have backup files or content?
- Do staff know how to use the technology confidently?

LEAD CAPTURE & FOLLOW-UP

- How will you capture visitor details?
- Is lead capture simple and quick?
- Have staff been briefed on what qualifies as a good lead?
- Do you have a follow-up plan after the event?

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LOGISTICS & DELIVERY

- Do you know when you can access the venue?
- Have you planned transport and unloading?
- Are install and breakdown times confirmed?
- Have you planned for delays or restricted access?
- Do you know who to contact on event day if there's an issue?

ON THE DAY

- Has the stand been checked before doors open?
- Are materials tidy and presentable?
- Are staff breaks planned?
- Do you have water, storage and basic supplies?
- Is someone responsible for overseeing the stand at all times?

POST-EVENT

- Has everything been safely packed and returned?
- Have leads been logged and reviewed?
- Has follow-up communication been scheduled?
- Have you reviewed what worked and what didn't?

A FINAL NOTE

Exhibitions and events can feel demanding, especially when you're juggling deadlines, logistics and the pressure to represent your business well. This checklist is designed to bring clarity to that process, helping you check your plans and feel confident that nothing important has been overlooked.

If you need support at any stage, we're happy to help.

We provide exhibition stand hire, full installation, graphics, print and branded materials to support events of all types and sizes.



EVENT DISPLAYS
&
BRAND EXPERIENCES

WEB: WWW.D2RLTD.COM
EMAIL: HELLO@D2RLTD.COM

