

CONFERENCE & EXHIBITION CHECKLIST

Organising an event can be a daunting task with so many things to organise. Don't worry, Kall Kwik WGC are here to help. We can assist with many of the items listed, leaving you to concentrate on getting the best from your event. Why not call us now for a free, no obligation chat on 01707 393 991.

	DEADLINE	RESPONSIBILITY	COMPLETE
PRIOR TO THE SHOW			
Agree budget for show			☐
Agree objectives*			☐
Appoint project manager			☐
Book stand space			☐
Check dimensions of space			☐
Confirm power / water supply			☐
Book accommodation			☐
Organise show passes			☐
PROMOTING YOUR EVENT			
Invitations			☐
Organise PR			☐
Social media			☐
Email marketing			☐
Press release			☐
Adverts in trade magazines			☐
Blog posts on website			☐
IDENTIFICATION			
Name badges - visitors			☐
Name badges - staff			☐
ID cards			☐
Lanyards			☐
Branded clothing for staff			☐
• Polo shirts			☐
• T-shirts			☐
• Business shirts			☐

* sales, leads, launch new products, raise profile, new contacts, develop relationships with existing clients.



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DISPLAY / STAND REQUIREMENTS			
Roller banners			☐
Pop-up stands			☐
Modular display stand			☐
Flags			☐
Posters			☐
Poster frames			☐
Banners			☐
Graphic panels			☐
Table cloths			☐
Literature stands and holders			☐
AV equipment and videos			☐
Extension cables			☐
Stand furniture - tables and chairs			☐
Counter / welcome desk			☐
A frames			☐
Velcro			☐
Toolkit - scissors, screwdriver, pliers			☐
MARKETING			
Brochures			☐
Leaflets			☐
Postcards			☐
Show offers			☐
Competition			☐
Bags to carry merchandise			☐
Samples			☐
Enquiry pads			☐
Promotional items			☐
Press pack			☐
Conference folders			☐
Business cards			☐



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Goody bags			☐
Giveaways			☐
Pens			☐
Bowl or box to collect business cards			☐
Price lists			☐
Laptops / computers / tablets			☐
Confectionery			☐
Organise a competition to collect new leads contact information?			☐
Case studies			☐
Organise photography of stand and visitors			☐
STAFF			
Brief all staff on key messages			☐
Timetable for manning stand			☐
HOUSEKEEPING			
Health and safety requirements			☐
Insurance			☐
Catering - coffee maker / mugs / cups, plates etc.			☐
Cleaning materials - rubbish bags			☐
First aid kit			☐
AFTER THE SHOW			
Follow up enquiries			☐
• Email			☐
• Direct mail			☐
• Thank you letters			☐
• Brochures / catalogues			☐
• Telephone call			☐
Social media - trends / tips from show			☐
Add new contacts to your CRM for marketing in the future			☐
Update your website with news of the show			☐
Evaluate show in terms of original objectives			☐
What would you do differently next time?			☐

