

Exhibitor Success Checklist

PRE-SHOW PLANNING & PROMOTION

- Booth **paid in full and Home Show Contract signed**
 - Goals defined (sales / leads / appointments / awareness)
 - Show-only offer created (discount / bonus / deadline)
 - Giveaway selected (branded item or sample)
 - Marketing scheduled (email, social, website, ads)
 - Booth # + www.wabahomeshow.com added to promotions
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BOOTH DESIGN, SIGNAGE & MATERIALS

- Booth layout planned (open entry, clear flow)
- Displays curated (not crowded)
- All items fit within booth boundaries
- Height compliant (max 12 ft; some areas 8 ft)
- Printed signage is professional and readable
- Literature printed (brochures, flyers, business cards)
- Visuals prepared if product isn't physically displayed

Overhead / Ceiling-Hung Sign (if applicable):

- Ordered hanging through Century II
 - Delivered Tues, Jan 27 after 8 AM (assembled)
 - Hung before carpet installation
 - Booth rep present if instructions required
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UTILITIES & EQUIPMENT

- Electric ordered through Century II (if needed)
 - Wi-Fi/internet ordered or hotspot tested
 - 25-ft extension cord packed
 - Demo/audio volume planned (not audible outside booth)
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STAFFING & TRAINING

- Staffing schedule set (all show hours covered)
- Roles assigned (greeter / closer / lead capture)

- Staff trained on engagement + rules
 - Attire prepared (professional, comfortable shoes)
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LEAD CAPTURE & FOLLOW-UP

- Lead capture method ready (QR / tablet / forms / drawing)
 - “Next step” defined (consult / estimate / visit)
 - Daily lead storage plan set
 - Follow-up emails & call scripts prepared
 - Post-show team debrief scheduled
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MOVE-IN READINESS

- Assigned move-in time confirmed
 - Badges & guest tickets packed
 - Carts/dollies available
 - Forklift service scheduled (if needed)
 - Freight elevator scheduled (if needed)
 - Engines OFF inside Century II
 - Booth fully set by **Friday, Jan 30 at 9:00 AM**
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SHOW-DAY DAILY CHECKLIST

- Arrive 1 hour before opening
 - Booth cleaned and organized
 - Power/screens/demos tested
 - Literature & giveaways stocked
 - Staff briefing completed
 - Leads secured at end of day
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MOVE-OUT COMPLIANCE

- **No breakdown before 5:00 PM Sunday**
- Wait until attendees exit
- Engines OFF inside Century II
- All trash and materials removed
- Booth cleared by **Monday, Feb 2 at 4:00 PM**