



EXHIBITOR SUCCESS CHECKLIST

A practical resource for planning a professional booth, preparing your team, connecting with attendees, and following up effectively.

PLAN

Set goals, confirm requirements, promote.

PREPARE

Design the booth, train the team, pack.

PERFORM

Engage, capture leads, follow up promptly.

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PRE-SHOW PLANNING

Plan Early and Promote Intentionally

Use this checklist alongside the current Exhibitor Handbook and official show communications, which provide the dates, deadlines, venue procedures, service-ordering details, and requirements for your show.

Administrative readiness

- ☐ Exhibitor application or agreement is complete and all required signatures have been submitted.
- ☐ Required payments are current according to the terms of the exhibitor agreement.
- ☐ Insurance certificates, licenses, permits, tax documents, or approvals required for the exhibit have been submitted.
- ☐ The primary exhibitor contact and onsite contact information are accurate and monitored.
- ☐ Current show rules, venue policies, service forms, and exhibitor communications have been reviewed by the responsible team member.
- ☐ Any special exhibit needs, demonstrations, vehicles, structures, food service, animals, or unusual equipment have been disclosed and approved in advance.

Goals, offers, and promotion

- ☐ Two or three measurable goals have been selected, such as qualified leads, appointments, quotes, sales, product education, or brand awareness.
- ☐ The target visitor and the main message can be explained clearly in one sentence.
- ☐ A show-specific offer, consultation incentive, demonstration, or reason to stop has been planned when appropriate.
- ☐ Giveaways or promotional items support the business and have clear entry or eligibility rules.
- ☐ A marketing schedule has been created for email, social media, the company website, staff sharing, and partner promotion.
- ☐ Current booth location and official show information will be added to all promotions once confirmed.
- ☐ Graphics, logos, photos, and approved promotional wording are ready before the marketing schedule begins.
- ☐ Appointments or demonstration times are scheduled realistically and include a clear confirmation process.

Define success before the show

Decide what will be counted and who will track it. Useful measures include qualified conversations, appointments, quotes requested, demonstrations completed, QR scans, website visits, and closed business.

Assign one exhibitor lead

One person should own the complete plan, including deadlines, booth design, staffing, service orders, lead capture, and follow-up. Clear ownership prevents last-minute gaps.

CHECK CURRENT SHOW DETAILS

Before ordering services or planning move-in, confirm current dates, deadlines, booth requirements, approved providers, and venue instructions in the Exhibitor Handbook and official show communications.

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BOOTH DESIGN, SIGNAGE, AND SERVICES

Build a Professional, Compliant Booth

Design for clarity first. Every attendee should be able to identify the company, understand the main benefit, and see the next step within a few seconds.

Booth layout and presentation

- ☐ The booth layout has an open entry and allows visitors to step into the space comfortably.
- ☐ Company name or logo is visible from the aisle and the main message is easy to understand.
- ☐ Displays are curated and uncluttered; brochures support the conversation instead of becoming the display.
- ☐ All signs, products, furniture, flooring, storage, and demonstrations remain within the assigned booth footprint.
- ☐ The exhibit complies with the current height, sightline, fire, accessibility, and structural requirements.
- ☐ Products, samples, completed-project photos, reviews, or before-and-after images provide clear proof of value.
- ☐ Personal belongings, food, shipping materials, tools, and excess inventory are concealed from public view.
- ☐ Cords, flooring edges, equipment, and moving parts are secured to prevent trip or safety hazards.
- ☐ Printed materials are current, professionally produced, easy to restock, and include accurate contact information.
- ☐ QR codes are large enough to scan, tested on multiple phones, and linked to a mobile-friendly destination.

Signage, overhead elements, and special displays

- ☐ Any overhead, ceiling-hung, suspended, elevated, or oversized element has been approved and ordered through the authorized provider when required.
- ☐ Installation instructions, assembled components, delivery timing, and onsite representative needs have been confirmed with the current service provider.
- ☐ Special structures, walls, canopies, tents, towers, large equipment, vehicles, flames, food, water, or other nonstandard elements have written approval before arrival.
- ☐ Sound, lighting, video, demonstrations, and movement support the message without disturbing neighboring exhibitors or blocking the aisle.

Utilities and equipment

- ☐ Electricity, internet, water, compressed air, rigging, material handling, floor covering, or other services have been ordered through the current approved process.
- ☐ The booth team knows what is included with the space and what must be supplied or ordered separately.
- ☐ Power requirements have been calculated for every device, and only approved cords, power strips, adapters, and equipment will be used.
- ☐ A hotspot or backup plan has been tested if lead capture, scheduling, payment, or demonstrations depend on internet access.
- ☐ Screens, tablets, chargers, batteries, audio, lighting, and demonstrations have been tested together before move-in.
- ☐ Equipment cases, spare parts, manuals, passwords, and contact information for technical support are accessible onsite.

PACK FOR THE UNEXPECTED

Include approved tape, scissors, zip ties, clips, chargers, power banks, cleaning supplies, pens, markers, paper lead forms, business cards, simple repair supplies, extra name badges, and backup printed instructions.

3

STAFFING, ENGAGEMENT, AND FOLLOW-UP

Prepare the Team and Capture Better Leads

A polished display cannot overcome an unprepared or disengaged team. Give each person a clear role, a simple conversation plan, and a reliable way to record the next step.

Staffing and training

- ☐ A staffing schedule covers all show hours and includes realistic breaks, meals, and shift changes.
- ☐ Roles are assigned for greeting, demonstrating, answering technical questions, recording leads, scheduling appointments, restocking, and booth leadership.
- ☐ Every staff member has reviewed the current show rules, booth boundaries, safety expectations, and emergency procedures.
- ☐ The team has practiced a 15-second explanation of who the company helps, what problem it solves, and the main benefit.
- ☐ Open-ended conversation starters have been prepared, such as asking what project the visitor is planning or what they hope to learn.
- ☐ Staff know to stand, smile, make eye contact, keep phones out of sight, avoid eating in the booth, and remain available to attendees.
- ☐ Professional, consistent attire, visible name identification, and comfortable shoes are ready for each shift.
- ☐ A daily staff huddle will review goals, responsibilities, demonstrations, offers, safety, and priority follow-up.

15-second introduction

We help [type of customer] with [problem or project] by providing [solution]. The main benefit is [result]. Are you currently planning anything related to that?

Conversation rule

Ask before presenting. Listen for the visitor's project, timing, location, decision process, concerns, and preferred next step. A shorter, relevant conversation is stronger than a memorized sales pitch.

Lead capture and qualification

- ☐ The primary lead-capture method is ready, tested, and simple for both staff and visitors.
- ☐ A paper backup is available in case of device, battery, internet, or platform failure.
- ☐ The form collects only information the team will use: name, contact information, preferred method, interest, project type, location, timing, notes, and next step.
- ☐ Required permission or consent language is included for drawings, email marketing, texting, photography, or other follow-up when applicable.
- ☐ Staff record useful notes during the conversation instead of relying on memory after the show.
- ☐ A simple priority system identifies hot, warm, and longer-term leads.
- ☐ Every qualified conversation ends with a confirmed next step and a realistic expectation for who will contact the visitor and when.
- ☐ Lead information is secured and assigned to a specific team member at the end of each day.
- ☐ Follow-up email templates, call notes, scheduling links, brochures, pricing information, and requested resources are prepared before the show.
- ☐ A post-show team debrief is scheduled to review results, common questions, supply needs, and improvements for the next event.

FOLLOW-UP STANDARD

Contact urgent or highly qualified leads as soon as practical, ideally within one business day. Complete the remaining personalized follow-up within two to three business days, then continue tracking appointments, quotes, and sales through the full buying cycle.

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ONSITE EXECUTION

Move In, Operate, and Move Out Smoothly

Use the current Exhibitor Handbook and official show communications for your assigned move-in window, venue procedures, parking, loading access, onsite rules, and move-out deadline.

Move-in readiness

- ☐ Assigned move-in window, entry route, unloading location, parking instructions, credentials, and onsite contact have been confirmed.
- ☐ Badges, passes, guest tickets, parking credentials, and staff instructions are distributed before arrival.
- ☐ Carts, dollies, labor, freight handling, forklift service, loading access, or elevator use have been arranged when required.
- ☐ The booth team understands all vehicle, trailer, engine, loading dock, and indoor operation rules.
- ☐ Every shipment and item is labeled with the exhibitor name, booth information, and onsite contact details.
- ☐ The booth can be completed before the official setup deadline, including cleaning, testing, approvals, and removal of empty containers.
- ☐ A final inspection confirms booth boundaries, signage, utilities, safety, accessibility, and readiness before the public enters.

Show-day daily checklist

- ☐ Arrive with enough time to enter, park, reach the booth, and prepare before opening.
- ☐ Clean and straighten the booth; remove boxes, tools, food, coats, and personal items from view.
- ☐ Turn on and test approved lighting, screens, devices, lead forms, chargers, internet-dependent tools, and demonstrations.
- ☐ Restock brochures, samples, forms, giveaways, cleaning supplies, and staff materials.
- ☐ Review the staffing schedule, breaks, daily goals, offers, safety concerns, and any show updates.
- ☐ Keep at least one prepared staff member available to greet attendees during open hours.
- ☐ Monitor sound, demonstrations, cords, crowding, and aisle conditions throughout the day.
- ☐ Secure lead data, devices, valuables, and confidential information at closing.
- ☐ Count daily leads, appointments, quote requests, demonstrations, and other key actions before the team leaves.
- ☐ Reset the booth, charge devices, restock supplies, and identify improvements for the next day.

Move-out and final closeout

- ☐ No dismantling or packing begins before the official close and the public has cleared the area.
- ☐ Move-out instructions, loading access, approved equipment, vehicle rules, and assigned deadlines are followed.
- ☐ All materials, trash, tape, fasteners, flooring, displays, and exhibitor property are removed from the booth space.
- ☐ Rented equipment and service-provider items are returned or left according to current instructions.
- ☐ The booth area is checked for damage, forgotten items, confidential information, and final condition.
- ☐ Final lead files, photos, receipts, service records, supply counts, and notes are stored for post-show review and future planning.

FINAL REVIEW

Before the show, compare your completed checklist with the current Exhibitor Handbook and official communications. Confirm all dates, service orders, approvals, credentials, move-in instructions, booth requirements, and deadlines.

Questions about exhibiting? Visit wabahomeshow.com for current show information and exhibitor resources.

Important: Exhibitors are responsible for complying with the current exhibitor agreement, handbook, venue requirements, approved service-provider instructions, show management directions, and all applicable laws and regulations.