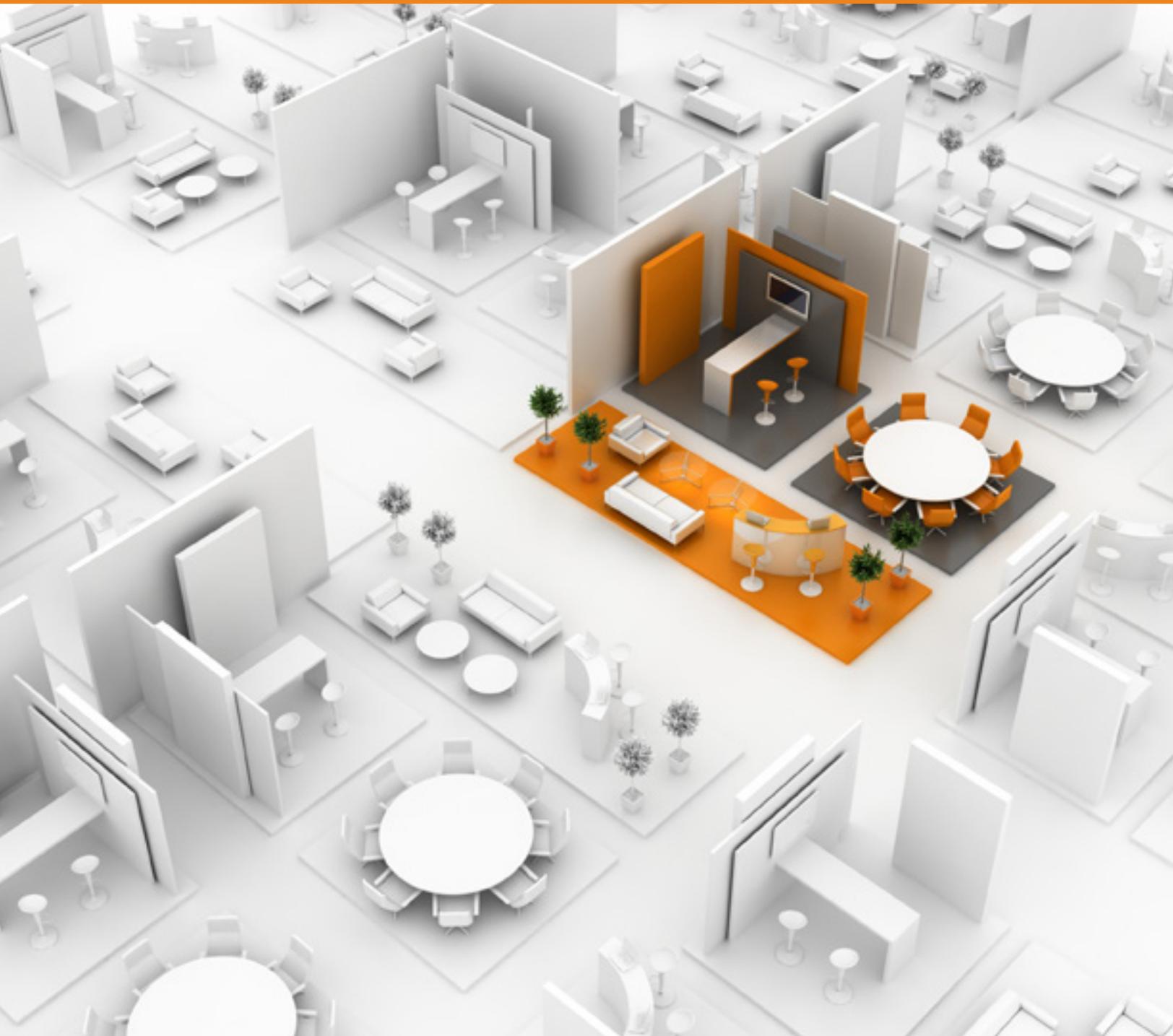


# *Exhibitor Checklist*



Note: Every show is unique. The following checklist is intended to provide general guidance only.

# ..... *Pre-Show Checklist* .....

- Define your company's business goals for this event and how you will measure them to ensure you maximize your ROI.

Are you trying to collect qualified leads? Drive sales?  
Increase your brand awareness? Increase social media engagement?

- Designate roles and responsibilities among your team for the event.

Who will handle inbound & outbound shipments? Booking travel and accommodation?  
Securing badges and registration? Booth setup and tear down? Booth sales? Managing the booth at show site? Who is in charge of the booth giveaways?

- Review the show's deadlines, move-in dates & times, rules, and regulations on [FreemanOnline](#) to ensure you're prepared for the event.

- Build your budget for the event, including:

- Booth Registration & Badges
- Booth Design & Equipment (Carpet, Furniture, Audio Visual, Banners)
- Show Services (Electrical, Cleaning, Sign Installation, General Labor)
- Shipping & Material Handling
- Travel, Accommodations, and Meals
- Marketing Material & Giveaways
- Brand Sponsorship Opportunities
- Lead Retrieval

- Order on [FreemanOnline](#) before the discount deadline to ensure you pay the lowest price on Freeman products & services!

- Book travel and accommodation as soon as you know the team that will be attending. Accommodations at larger shows can sell out as far as six months in advance!

- Make sure you plan arrival & departure times to allow enough time to get to and from the show site for setup and tear down. Depending on the size of the show, it may take up to eight hours for your empty containers to be returned to your booth during tear down.

*continued on next page...*

# ..... *Pre-Show Checklist* ..... p2

- Set up a pre-show marketing plan across all of your channels to ensure your audience knows when and where to find your booth.
- Confirm your inbound and outbound shipping provider, shipping dates, and shipping addresses for the event.

**Freeman** offers roundtrip discounts on select shows. Check out [FreemanOnline](#) to view the specific shipping details for your show.

- If you will be selling products from your booth, you may also need to:
  - Ensure you have all of the relevant federal, state, and international sales tax licenses and forms needed to sell at the event.

Exhibiting outside of your home country often requires additional import paperwork, so check with your shipping provider to ensure you have all the correct documentation for importing products.

- Document and double check your inventory numbers for all products.
- Ensure your booth staff knows your refund, discount, and giveaway policies and how you plan to document all of them.

# ..... *Move-In Checklist* .....

- Check-in at the exhibitor registration desk to gather your badges and see if there are any changes to the show you need to be aware of.
- As soon as you get to your booth during exhibitor move-in, check your space to ensure your shipment and orders are correct.
- If you hired labor for your event, including tear-down, check-in at the labor service desk to make sure all labor is scheduled or completed.
- Check your equipment, internet service, electricity, and any additional items required to run your booth for your booth multiple times. Don't forget your phone, tablet, and laptop chargers.
- Make sure you've removed everything you need for your exhibit from your empty shipping containers before they're taken to the warehouse.
- Label all empty boxes, containers, pallets, crates, or other shipping containers with your company name and booth number to ensure you get it back at the end of the show.
- At the end of each day, remove or secure any valuables at your booth before leaving the show.
- Stay hydrated and take breaks when you can. A successful show is a marathon, not a race. If you're planning on being on your feet most of the day, consider ordering double padded carpeting. Your feet will thank you.

# ..... *Post-Show Checklist* .....

- Collect all leads, business cards, notes, and other materials you gathered during the show.
- Take inventory of all your equipment, booth material, and assets.
- Complete a Material Handling Agreement (also called Outbound Paperwork) for your exhibit and return to the Exhibitor Service Center. (Protip: you can start this paperwork prior to move-out on [FreemanOnline](#))
- After your empty containers are returned and your exhibit is packed, label every container you plan to ship. You can pick up additional labels at the Exhibitor Service Center if needed.
- As a best-practice, follow up with your leads and contacts within a week of the event ending. Keep up the momentum!
- If you plan to exhibit at this show next year, check with show management to see if pre-registration for next year is necessary at show site.
- At the end of each day, remove or secure any valuables at your booth before leaving the show.
- Meet with your team and document everything they learned from the show.
  - What worked and what didn't?
  - Were there any takeaways that could make an impact?
  - How did your show perform according to your goals?
  - How can we improve our show next year?
- Remember to submit your invoices and expenses from the event. Invoices from Freeman may take up to 10 business days from show close before being posted.