

	EXHIBITION CHECKLIST	Go4Growth Consulting
S. No.	HEADER	COMMENTS
A	GOALS	
1	Focussed Product / Service	
2	Visitors on Booth	
3	Meaningful Conversations	
4	Followup Meetings	
5	Business Generated	
B	STALL TYPE	
1	Choose a location	
2	Choose a stall type - Shell Scheme or Bare Space	
3	Choose a size - Depends on requirement	
4	Open Sides - 1 side open / 2 side open / 2 side open or island stall	
5	Electricity Load Requirement	
C	STALL DESIGN	
1	Stall Design Agency	
2	3D Design	
3	Fabrication / Construction	
4	Graphic Design for posters	
D	MARKETING COLLATERALS	
1	Corporate Brochures	
2	Visiting Cards	
3	Product / Service specific brochures	
4	Uniform / T-shirts	
5	Gifts for visitors	
6	Corporate PPT / Video for LED TV	
7	Stationary / Visiting card Book / Pens / Stapler / Fevi Stick	
8	Rollup Standees or any other branding material	
F	PRODUCT DISPLAY & SAMPLES	
1	Product / Machinery display plan	
2	Specific Banners or tags for product/services	
3	Samples / Swatches	
G	INVITATIONS & MARKETING ACTIVITIES	
1	Email invites to all prospects / customers	
2	Social media invitations	

3	Whatsapp communication	
4	Personal Phone call	
H	ORGANISER RELATED ACTIVITIES	
1	Apply for Electricity load	
2	Cleaning Services on booth	
3	Audio Visual / TV requirement on booth	
4	Exhibitor Badges	
5	Car Parking Passes	
6	Company information into Exhibitor Manual	
7	Hostesses for the booth	
8	Any Advertising Opportunities	
9	Conference participation passes (If required)	
I	LEAD MANAGEMENT	
1	Lead Management Software / Visiting Card Scanner	
2	Lead Segmentation based on target customers	
J	COMMUNICATION MATERIAL	
1	Email Templates for Visitors	
2	Quotation Templates	
3	Whatsapp Message templates thanking the visitors	
K	TEAM PREPARATION	
1	Team Training	
2	Body Language	
3	Communication / Pitch practice	
4	Dress Code	
L	POST EXPO FOLLOWUP CODE	
1	Follow up SOP	
2	Meeting Schedule	
3	Post Expo Emails and Quotations	
M	SOCIAL MEDIA	
1	Invitations before the show	
2	During the show live updates	
3	Post-show thank you message	
4	Linkedin Connections with prospects	