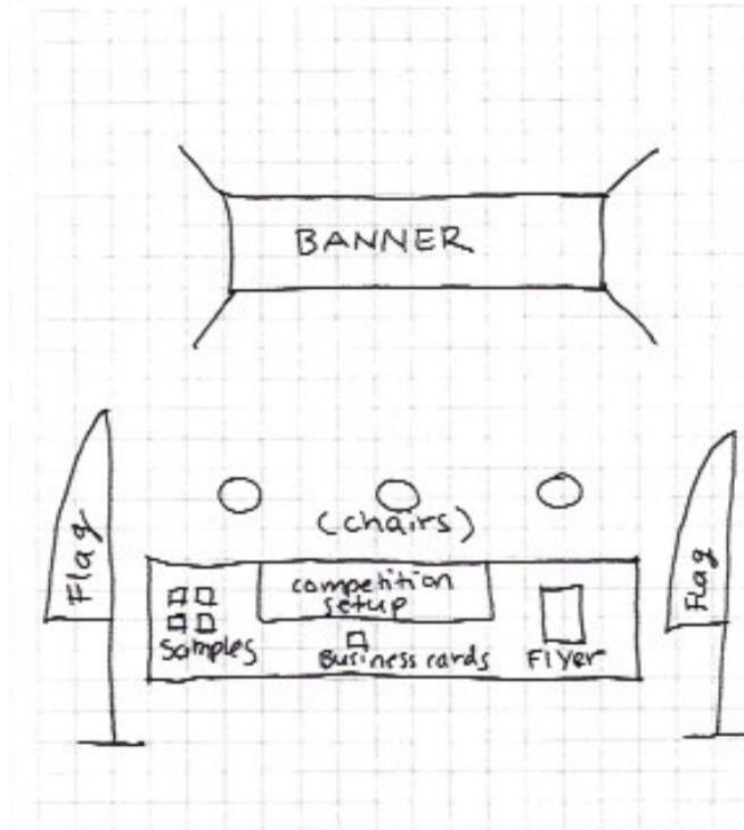## Event or Exhibition Stand Checklist – B.I.T.E. Conference 2020

- ☐ Confirm the size of your allocated floor space

- ☐ Understand the layout (can you have shelves and a stand?)

- ☐ Identify your signage needs (do you need signage printed?)

- ☐ Consider power points, cables, monitors

- ☐ Organise transportation on the day (will everything fit in your vehicle?)

- ☐ Confirm who will be running your stand on the day

- ☐ Decide your design (do you have a stand or need to order one?)

- ☐ Plan your layout ahead of time. Draw it and know where everything will go

  - o Keep it open and inviting, avoid clutter

  - o Drive attendee engagement (demonstration, handouts)

  - o Collect email addresses to build email database (business cards or form)

  - o Strategically plan where you are putting your handouts

  - o Know where you and your team are going to stand

- ☐ Who is exhibiting around you?

- ☐ Have your essentials (notepad, pens, tape, scissors, stapler, screwdriver, etc.)

- ☐ Organise pack down

Example of a planned event stand:

Draw your stand here: