Trade Show Materials Checklist

Exhibition stands, displays and printed materials depend on each other, and a late decision in one place delays everything else. This checklist puts the orders in a sensible order, counted back from the day the fair opens.

1. When the booth is booked

- [ ] Read the exhibitor manual, including height limits, fire safety rules and the deadlines of the organiser.
- [ ] Decide the budget, the stand size and what the stand should achieve.
- [ ] Choose between a custom-built stand, a modular system and a rented stand.
- [ ] Send requests for quotation to stand builders or display suppliers.

2. When the stand supplier is chosen

- [ ] Approve the stand drawing, including walls, counters, storage and lighting.
- [ ] Order electricity, internet, furniture and cleaning from the organiser in time.
- [ ] Book transport, assembly and dismantling, or confirm that the supplier does it.
- [ ] Agree who sends artwork for each wall, and the file format and size the supplier needs.

3. When the artwork is ready

- [ ] Send print files for walls, textile frames, roll-ups and counters, with a written list of every item.
- [ ] Approve proofs for every printed part, checking sizes against the stand drawing.
- [ ] Order brochures, product sheets and business cards in quantities that match the expected visitors.
- [ ] Order promotional products early, because printed items often need longer lead times.

4. In the weeks before the fair

- [ ] Confirm delivery addresses and time slots at the venue, which are often strict.
- [ ] Prepare a stand kit with tools, tape, cables, extension leads, cleaning products and spare prints.
- [ ] Plan staffing, clothing and a short briefing on what the stand should achieve.
- [ ] Set up a way to collect leads, with consent where personal data is stored.

5. On site and afterwards

- [ ] Check every printed item against the order list on delivery, and photograph any damage.
- [ ] Store reusable walls, frames and displays in their bags or cases so they can be used again.
- [ ] Note what to change before the next fair while the experience is fresh.
- [ ] Follow up the leads within a few days, while visitors still remember the stand.

> On Flobid you can send one request for stands, displays, textile prints, roll-ups and promotional products to suppliers that deliver to the country of the fair, and compare their quotes side by side.