

# Event Checklist

Your Brand Compass



**Event Name**

**Dates**

**Venue**

**Deadline  
Date**

**Status**  
In Progress Complete

## Registration

- Show registration
- Staff registration
- Floorplan
  - Confirm location
  - Confirm dimensions/stand restrictions

## Logistics

- Travel arrangements
- Accommodation
- Parking and permits
- Stand Shipping/Delivery
- Product/Literature Shipping
- Storage

## Set-Up

- Insurance
  - Cancellation
  - Liability
- Electrical supply
  - During build up
  - For Ceiling
  - During show days
- Electrical items
- Data & Telecoms
- Audio Visual Equipment
- Water supply
- Rigging & Banners
- Temporary Stand Personnel
- Carpet
- Furniture
- Catering

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## **At-Show Marketing**

Catalogue  
Entries and listings  
Advertisement  
Fascia Nameboard  
On-Site Advertising

## **Stand Design**

Stand Design  
Creation  
Approval  
Exhibition Graphics  
Design  
Order and Artwork sign-off

## **Comms**

Customer Invites  
List  
Email Invites  
Email Signatures  
Social Media  
Posts (prior to show)  
Post templates (during show)  
Posts (post show)  
Press  
Press Release  
Pre-Show Press Coverage

## **Literature / Promotion**

Brochures/Literature  
Design  
Order  
Promotional Items  
Design  
Order

## **Lead Generation**

Tools/Scanners / Lead Capture Forms  
Follow-up Email

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