TRADE SHOW SETUP CHECKLIST

QuicklyShow | Planning companion | Review draft

Use with the event manual and the selected system assembly instructions.

Event: _____ Booth: _____ Lead: _____

Due milestone: _____ Date: _____ Open issues: _____

1 PLAN THE WORKING EXHIBIT

- [ ] Confirm footprint, open sides and booth orientation.
- [ ] Define the main visitor activity and required equipment.
- [ ] Approve the measured layout with occupied furniture.
- [ ] Review event requirements and retain written responses.
- [ ] Assign owners for suppliers, logistics and on-site decisions.
- [ ] Record production, ordering and receiving deadlines.

Owner: _____ *Evidence / issue:* _____

2 APPROVE GRAPHICS AND SERVICES

- [ ] Confirm the correct artwork template and panel positions.
- [ ] Check spelling, contact details, image rights and versions.
- [ ] Approve the required print proof and archive final files.
- [ ] Confirm power, connectivity, furniture and labor orders.
- [ ] Check what the booking includes before adding services.
- [ ] Keep order confirmations and escalation contacts accessible.

Owner: _____ *Evidence / issue:* _____

3 REHEARSE, PACK AND DISPATCH

- [ ] Rehearse the complete visitor-ready configuration.
- [ ] Test equipment, lighting and the lead-capture workflow.
- [ ] Create a case inventory with dimensions and gross weights.
- [ ] Photograph packed contents and label every case.
- [ ] Confirm receiving address, window and carrier instructions.
- [ ] Share the return-shipment plan with the traveling team.

Owner: _____ *Evidence / issue:* _____

A planning tool; it does not replace event, supplier or specialist installation instructions.

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4 RECEIVE AND INSTALL

- [ ] Count delivered cases against the inventory.
- [ ] Record damage or missing pieces through the service process.
- [ ] Verify orientation before positioning the structure.
- [ ] Assemble using the supplier-approved sequence.
- [ ] Coordinate specialist work with the assigned provider.
- [ ] Check access, occupied furniture and storage movements.

Owner: _____ *Evidence / issue:* _____

5 OPEN AND OPERATE

- [ ] Verify graphics, lighting, screens and demonstration content.
- [ ] Prepare samples, literature and replenishment stock.
- [ ] Test lead capture and define the follow-up owner.
- [ ] Assign greeting, appointments and demonstration roles.
- [ ] Keep the daily issue log and escalation contacts available.
- [ ] Complete the opening review with the assigned approver.

Owner: _____ *Evidence / issue:* _____

6 PACK, RELEASE AND RECONCILE

- [ ] Confirm pickup booking, timing and release instructions.
- [ ] Repack against the inventory and photograph closed cases.
- [ ] Complete the event-specific outbound release process.
- [ ] Retain shipment handover records and confirmations.
- [ ] Inspect the returned kit and identify repairs or replacements.
- [ ] Compare invoices with estimates and update the next plan.

Owner: _____ *Evidence / issue:* _____