



HOTT3D

Checklist to help you prepare for your next exhibition

Event Name:

Marketing Goals :

Logistics and Prep	✓	Notes
Floor Space Booked		
Size and stand number noted		
Budget allocated for stand build		
Marketing goals set for stand		
Welcome		
Reception area		
Counter		
Features		
Work Space		
Meeting space		
Formal		
Informal		
Audio Visual		
Presentation		
Screens		
Type of screens		
Number of screens		
Placement of screens		
Marketing		
Display		
Products		
Graphics		
Collateral - brochures/ flyers		
Graphics		
Branding		
Logos		
Message for the show		

Tag lines		
Artwork creation		
Inhouse		
External		
Visual impact on stand		
Visual impact on stand		
Height on walls		
Bulkheads		
Ceiling		
Visitor Experience		
Aesthetics and experience		
Coffee station		
Event swag		
Plants		
Special Features		
Giveaways		
Lead Capture		
Visitor engagement		
Practicals		
Storage		
Counters		
Cupboards		