



Freeman¹

Checklist

Post-show

- Collect all leads, business cards, notes, and other materials you gathered during the show.
 - Designate who is following up with each.
- Take inventory of all your equipment, booth material, and assets.
- Complete a material handling agreement (also called outbound paperwork) for your exhibit and return to the exhibitor service center. Pro tip: You can start this paperwork prior to move-out using our [online resource](#).
- After your empty containers are returned and your exhibit is packed, label every container you plan to ship. You can pick up additional labels at the exhibitor service center if needed.
- As a best practice, follow up with your leads and contacts within a week of the event ending. Keep up the momentum!
- If you plan to exhibit at this show next year, check with show management to see if pre-registration for next year is available at show site.
- Meet with your team and document everything they learned from the show.
 - What worked and what didn't?
 - Were there any takeaways that could make an impact?
 - How did your show perform according to your goals?
 - How can we improve for next year?
- Write out your key takeaways and compare them to your goals — ROI, number of meetings, etc. Use these to set your benchmarks for next year.
- Remember to submit your invoices and expenses from the event.