



Freeman¹

Checklist

Pre-show

- Define your company's business goals for this event and how you will measure them to ensure you maximize your ROI:
 - Are you trying to collect qualified leads? Drive sales? Increase your brand awareness? Increase social media engagement? Suggested measurement points include surveys, lead retrieval, number of meetings set, and more.
- Designate roles and responsibilities among your team for the event:
 - Who will handle inbound and outbound shipments? Booking travel and accommodation? Securing badges and registration? Booth setup and teardown? Booth sales? Managing the booth at show site? What about booth activations and giveaways?
- Review the show's deadlines, move-in dates and times, rules, and regulations to ensure you're prepared for the event. And don't forget about the discount deadline! It's a great way to save money.
- Build your budget for the event, including:
 - Booth registration and badges
 - Health and safety
 - Booth design and equipment (carpet, furniture, audio visual, banners)
 - Show services (electrical, cleaning, sign installation, general labor)
 - Shipping and material handling, travel, accommodations, and meals
 - Marketing material and giveaways
 - Brand sponsorship opportunities
 - Lead retrieval
 - Design your booth around your goals and budget. There are multiple options whether you want to setup yourself or have it ready to go when you arrive!
- Order via our [online resource](#) before the discount deadline to ensure you pay the lowest price on Freeman products and services! This varies from show to show, but you are safe if you order around three months prior.

Pre-show checklist continued

- Book travel and accommodation as soon as you know the team that will be attending. Accommodations at larger shows can sell out as far as six months in advance! Check your show website for hotel discounts.
 - Make sure you plan arrival and departure times to allow enough time to get to and from the show site for setup and teardown. Depending on the size of the show, it may take up to eight hours for your empty containers to be returned to your booth during teardown.
- Set up a pre-show marketing plan across all of your channels to ensure your audience knows when and where to find your booth.
 - Start setting up meetings with existing clients and prospects. This will help you organize each day and control in-booth traffic.
- Confirm your inbound and outbound shipping provider, shipping dates, and shipping addresses for the event, around two months prior to the show.
 - Freeman offers roundtrip discounts on select shows.
 - Visit our [online tool](#) to view the specific shipping details for your show.
- If you will be selling products from your booth, you may also need to:
 - Ensure you have all of the relevant federal, state, and international sales tax licenses and forms needed to sell at the event.
 - Exhibiting outside of your home country often requires additional import paperwork, so check with your shipping provider to ensure you have all the correct documentation for importing products.
 - Document and double-check your inventory numbers for all products.
 - Ensure your booth staff knows your refund, discount, and giveaway policies and how you plan to document all of them.
 - Decide who will oversee the booth. Designate booth staff expectations — what schedules look like, scripts, meetings, etc.