Trade show Display checklist



Branding

- [ ] Is your logo prominent?
- [ ] Is it obvious what your company sells?
- [ ] Does your staff look uniform?

Design

- [ ] Is your design clear and professional?
- [ ] Does it emphasize the right things?
- [ ] Does it take advantage of visual aids?
- [ ] Is your layout traffic friendly?

Promotion

- [ ] Are you utilizing qr codes where you can?
- [ ] Have you incorporated a branded hashtag?
- [ ] Are you offering valuable giveaways?
- [ ] Do you have enough marketing literature?
- [ ] Are you displaying samples?

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