

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?

