

# The Essential Checklist for Exhibitors

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1

**Set Objectives**

2

**Define Target Personas**

3

**Establish Budget**

4

**Secure Booth Space**

5

**Assign Team**

6

**Make Travel Arrangements**

7

**Design the Exhibit**

8

**Create Signage, Banners & Graphics**

9

**Plan Digital & Interactive Components**

10

**Order Tables, Furniture, Flooring & Accessories**

11

**Promote Show & Invite Guests**

12

**Curate Products, Samples & Promotional Items**

13

**Complete General Contractor Orders**

14

**Select Shipping & Storage Provider**

15

**Follow up with Attendees**

16

**Measure Results & Analyze Performance**

**Learn more at:**  
**[skyline.com](https://skyline.com)**

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