fizvizz

FREE CHECKLIST

The expo organiser checklist.

Exhibitors, booths and visitors, step by step: from eight weeks out to the week after, on one printable checklist.

Eight weeks before

- [ ] **Lock the exhibitor list.** Company, booth number and a main contact for each one.
- [ ] **Number booths to navigate.** A hall letter plus a number, such as A14.
- [ ] **Keep it in one sheet.** Import it rather than retyping booth numbers.
- [ ] **Confirm what exhibitors get.** Stand size, power, team size, and how visits are recorded.

Four weeks before

- [ ] **Bring exhibitor teams in.** Give each company a way for its team to join.
- [ ] **Complete exhibitor pages.** About, links, brochure and team, for visitors to browse.
- [ ] **Brief exhibitors.** Opening times, how booth visits work, and who to call.

One week before

- [ ] **Invite visitors.** Each with a personal QR for a quick scan at the gate.
- [ ] **Print the event QR.** For posters at the entrance and around the venue.
- [ ] **Print booth QR codes.** One for every stand, so visitors can record a visit.
- [ ] **Dry-run the gate.** With test codes and the people who will scan.

On the day

- [ ] **Enough scanners for the opening rush.** One queue per scanner, and a help lane.
- [ ] **Searchable exhibitor list.** So visitors find booth numbers on their phones.
- [ ] **Encourage booth scans.** A recorded visit beats a business card in a bowl.
- [ ] **Walk the floor twice.** Exhibitors remember the organiser who checked in on them.

The week after

- [ ] **Give exhibitors their visitors.** Who came by, with names, job titles and times.
- [ ] **Export the attendee list.** For your records.
- [ ] **Read the booth stats.** Most visited booths and most active visitors, for next year.
- [ ] **Thank everyone, share the dates.** Re-booking is easiest while the event is fresh.