

PRE-SHOW EXHIBITING CHECKLIST

Check these items off your to-do list in the weeks leading up to the show to ensure a smooth exhibiting experience.

Pre-Show Reminders

- CAREFULLY review what is included with your booth space. If a package is included, often times it must be ordered by a specific date.
- Know important dates and deadlines. You save time and money by ordering before discount deadlines and by ensuring you ship materials to arrive by correct target dates.
- Know your booth specifications/design preferences.
- Review the rules and regulations. Venues and shows may have different rules for electrical, height restrictions, hanging signs, material handling, etc.
- Understand union jurisdiction information for your show.
- Update your show contacts. Make sure the correct show contacts are provided.
- Share order details with onsite reps.
- Remember to order electricity, make sure you have enough and submit necessary documents.
- Order labor in advance to avoid last minute added costs.
- Include booth orientation on diagrams.
- Submit EAC (Exhibitor Appointed Contractor) and COI (Certificate of Insurance) Info - [Click Here](#)
- Determine how much storage you will need and plan accordingly.
- Pay your balance by discount deadline to secure discount rates.
- Review your order for accuracy and to make sure no last minute needs are left out.

Shipping Reminders

- Keep in communication with your carrier.
- Inspect your items before shipping them.
- Vet a carrier familiar with tradeshow so they are aware of circumstances that create special handling fees.
- Crate your materials for protection from damage and to stay organized.
- Review target dates to avoid extra costs or missing shipments.

Furnishing Your Booth

- Confirm what furnishings (if any) are included with your booth space.
- Utilize rental furniture to ensure quality.
- Ensure you have enough booth furnishings/accessories, but steer clear of clutter.
- Avoid poor image quality for graphics and make sure they look good up close and from a distance - [Click Here](#) for examples
- Be selective with giveaways or choose sustainable items.
- Plan for storage, rent a cabinet or add a closet to your booth design.

Leaving The Show

- Hand deliver your Material Handling Agreement (MHA) to a GES rep at the GES Exhibitor Servicer when your items are packed, labeled, and ready to go.
- Don't leave your Material Handling Agreement (MHA) in your booth or on the GES Exhibitor Servicer desk unattended.
- Remove old shipping labels from crates.
- Brief show site staff on post show shipping plans.
- Share the pickup schedule with your carrier.
- Review and pay your bill.
- Review show timelines/target dates & book flights 4 hours (or more) after the show closes.
- Ensure freight in your booth is never left unattended.