*Virtual Event Survival Guide: Plan, Build, and Host Successful Online Events (Chappell/Spicer)*

# EXHIBITOR Checklist

Customize this exhibitor checklist to build an *Exhibitor Information Request* to provide you with all the information you need to build exhibitor booths in your virtual event platform. One *Exhibitor Information Request* document should be sent to the key contact of each exhibiting company.

## General Elements

* Deadline for return of Exhibitor Information Request
* Deadline for submission of booth resources
* Deadline for submission of on-demand in-booth video (if applicable)
* Company name (used in marketing and navigation)
* Company logo (vector format)
* Company slogan/tag line
* Key contact name
* Key contact email address
* Key contact cell phone number
* Contributor contact name
* Contributor email address
* Contributor cell phone number
* Related general event session(s)
	+ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Traditional Booth Elements

* Booth layout selected
* Color palette defined
* Additional booth design elements (vector format)
* Ghost people selected
* Virtual booth staff person selected
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Modern Booth Elements

* Abstract background selected
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Interactive Elements

* Submit an Inquiry
* Exhibitor website link
* Exhibitor social media links
* Staff tab
* Group chat
* Visitor log (staff only)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Exhibitor Extras

* Traditional background alterations
* In-booth sessions (see separate *In-Booth Sessions* section next)
* Extra items at booth (e.g., dog, national flag, product)
* Second resource panel items (format/\_\_\_ maximum count)
* Video in booth (play in booth/link to 3rd party player)
* Broadcast announcements (\_\_\_ maximum)
* White rabbits
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Booth Staff Person 1

* Full name
* Title
* Email address
* Cell phone number

## Booth Staff Person 2

* Full name
* Title
* Email address
* Cell phone number

## Booth Staff Person 3

* Full name
* Title
* Email address
* Cell phone number

## Booth Staff Person 4

* Full name
* Title
* Email address
* Cell phone number

## Rights

* Right to distribute video (if applicable) and resources during/after event
* Ownership rights to in-booth video

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## Resources (Provide Upload Method Information)

*Complete for each resource submitted.*

Resource #1

* Title of resource
* Short description of resource (\_\_\_\_ words maximum)
* Format of resource (video, .pdf, other)
* Right to distribute during/after event
* Resource tags (minimum \_\_\_ searchable words or phrases)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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Resource #2

* Title of resource
* Short description of resource (\_\_\_\_ words maximum)
* Format of resource (video, .pdf, other)
* Right to distribute during/after event
* Resource tags (minimum \_\_\_ searchable words or phrases)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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Resource #3

* Title of resource
* Short description of resource (\_\_\_\_ words maximum)
* Format of resource (video, .pdf, other)
* Right to distribute during/after event
* Resource tags (minimum \_\_\_ searchable words or phrases)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## In-Booth Sessions

General Items

* Speaker name (for Speaker Badge)
* Co-presenter (for Speaker Badge)
* On-demand or scheduled (date/time information)
* Session title/subtitle
* Session length
* Live Session Details (connection details/date when details will be sent)
* Simulive/on-demand video (submit via \_\_\_\_\_\_\_\_)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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Key Session Items

* Session description (\_\_\_\_ words maximum)
* Session tags (minimum \_\_\_ searchable words or phrases)
* Session quiz (details for submission)
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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Moderator Items

* Moderator name (for Moderator Badge)
* Moderator job title
* Moderator company/website
* Moderator email address
* Moderator cell phone number
* Moderator biography (\_\_\_\_ words maximum)
* Moderator picture
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Other Exhibit Items

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## Internal (Do Not Send to Exhibitor)

* Booth level (if stratified)
* Branding locations
* Exhibitor added to emails
* Payment/billing information submitted
* Staff tab in booth (not necessary for unstaffed booths)
* Visitor log - staff only (not necessary for unstaffed booths)
* In-booth sessions configured/uploaded
* \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
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## Other

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