

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)
 - _____
 - _____
 - _____
- _____
- _____

Traditional Booth Elements

- Booth layout selected
- Color palette defined
- Additional booth design elements (vector format)
- Ghost people selected
- Virtual booth staff person selected
- _____
- _____
- _____

Modern Booth Elements

- Abstract background selected
- _____
- _____

Interactive Elements

- Submit an Inquiry
- Exhibitor website link
- Exhibitor social media links
- Staff tab
- Group chat
- Visitor log (staff only)
- _____
- _____
- _____

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
- _____
- _____

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

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)
- _____
- _____

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)
- _____
- _____

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)
- _____
- _____

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 _____)
- _____
- _____

Key Session Items

- Session description (____ words maximum)
- Session tags (minimum ____ searchable words or phrases)
- Session quiz (details for submission)
- _____
- _____

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
- _____
- _____

Other Exhibit Items

- _____
- _____
- _____
- _____

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
- _____
- _____
- _____

Other

- _____
- _____
- _____
- _____
- _____
- _____