



# Event Ready Checklist

## Print, signage and promo essentials

Planning an expo or conference? Use this checklist to stay organised, avoid production delays and make sure your brand shows up at its best.

### 1. Set the foundations

- Confirm event dates, venue and bump-in requirements
- Review stand size, layout and access
- Set clear objectives (leads, awareness, launch)
- Align your key message and offer
- Confirm budget and approvals

### 2. Signage and display

- Media wall or exhibition backdrop
- Pull-up banners or X-banners
- A-frames or directional signage
- Counter graphics or table throws
- Window or wall decals

#### Recommended timing

- ▶ Pull-up banners and posters: 5–7 working days
- ▶ Media walls and larger formats: 2–3 weeks
- ▶ Custom builds or installations: 3–4+ weeks

**Tip: Large format often involves freight or installation. Lock this in early.**

### 3. Printed collateral

- Brochures or capability statements
- Flyers or product sheets
- Business cards
- Presentation folders
- Premium finishes such as laminate, specialty stocks or embellishments

#### Recommended timing

- ▶ Standard digital print: 3–5 working days
- ▶ Larger runs or offset print: 1–2 weeks
- ▶ Specialty finishes: 2–3 weeks

**Tip: Premium finishes elevate perception, but they require additional production time.**

### 4. Promotional products

- Practical items attendees will keep
- Quantities aligned with expected traffic
- Packaging or swing tags (if required)
- Delivery timeline confirmed
- Check out our range at [promo.worldwide.com.au](http://promo.worldwide.com.au)

#### Recommended timing

- ▶ Standard catalogue items with basic branding: under 2 weeks
- ▶ Custom sourced or decorated items: 3–4 weeks
- ▶ Fully custom or offshore production: 6–8+ weeks

**Tip: If you want something unique to your campaign theme, plan early. Custom promo delivers impact, but it rarely works last minute.**

### 5. Lead capture and follow-up

- Lead capture method confirmed
- Follow-up email prepared
- Post-event call plan scheduled
- Direct mail or collateral organised

**Remember: The return on your event often happens after it ends.**

### Ideal planning timeline

#### 8–10 weeks out

- ▶ Confirm objectives and budget
- ▶ Lock in custom promo concepts

#### 4–6 weeks out

- ▶ Finalise artwork
- ▶ Approve signage and print specifications

#### 2 weeks out

- ▶ Confirm delivery
- ▶ Prepare follow-up communications

### Need help pulling it all together?

Talk to your local Worldwide centre and start planning with confidence.