



Corporate image is paramount to achieving a successful tradeshow. At Levy Show Service Inc. we have a team of professional exhibit and design consultants to help you achieve this. Please find below a checklist that will guide you in planning your booth image.

## HELPING YOU LOOK YOUR BEST CHECKLIST:

### 1. PURPOSE OF PARTICIPATION

- Product / service promotion
- Presence
- Launch
- Special event

### 2. TARGET AUDIENCE

- Trade
- Public
- Invitation only

### 3. CORPORATE IMAGE

- Logos and signage
- Graphics / posters
- Corporate colours \_\_\_\_\_

### 4. STRUCTURAL RESTRICTIONS

- Special design/pavilion/upgrade
- Booth Dimension \_\_\_\_\_ ft x \_\_\_\_\_ ft
- Height limit \_\_\_\_\_ ft

### 5. BOOTH LAYOUT

- Lounge / bar area
- Discussion / meeting room
- Office, # of persons \_\_\_\_\_
- Demonstration area
- Storeroom \_\_\_\_\_ ft x \_\_\_\_\_ ft
- Audio Visual equipment

### 6. TYPE OF BOOTH

- Pipe and Drape Booth
- Pop Up Display booth
- Custom design booth
- Hardwall system Booth

### 7. BOOTH FURNITURE

- Tables
- Banner stand
- Table Top display
- Bar table and stools
- Showcases
- Computers
- Carpet colour \_\_\_\_\_

- Storage counters
- Meeting room table
- Sofa set
- Fridge
- Executive chairs
- Chairs
- Platform flooring

- Info / Reception counter
- Literature rack
- Coffee table
- Wastebasket
- Audio Visual equipment
- Carpet with foam padding

### 8. MARKETING

- Corporate Logos and signs
- Posters
- Corporate brochures
- Product brochures
- Interactive computer kiosk
- Product samples
- Giveaways

### 9. BOOTH DECORATION

- Plants and flowers
- Lighting

### 10. LABOUR

- # of labours needed \_\_\_\_\_
- # of hours \_\_\_\_\_
- Time required \_\_\_\_\_
- Date required \_\_\_\_\_
- Supervised labour

### 11. MATERIAL HANDLING

- Onsite Material Handling
- Advance Material Handling
- Customs & Transportation

Please feel free to contact Mardene Wild at 604 277 1726 or [mwild@levyshow.com](mailto:mwild@levyshow.com) for any assistance you may require to ensure your event is successful.