

Your All-in-One Guide for Stress-Free Event Setup

For event organisers, marketers, and exhibitors at tradeshow, expos, fairs, and career events — including ICC Sydney and beyond.

EVENT DAY SETUP

BUMP-IN REMINDERS

- ☐ Confirm venue access point and bump-in time
- ☐ Roll out flooring/carpets (if applicable)
- ☐ Assemble booth furniture and displays
- ☐ Secure banners, screens, and pop-up signage
- ☐ Test lights, power, and presentation devices
- ☐ Tidy up visible cords and tape down loose ends
- ☐ Stage your branded merchandise and handouts

FINAL CHECKS

- ☐ Keep team hydrated and energised
- ☐ Store valuables out of sight
- ☐ Snap a few quick photos of your setup

Remember:

Venues like ICC Sydney can fine exhibitors for unsafe setups or messy pack-downs. Always leave your space tidy.!

DURING THE EVENT

ENGAGEMENT & PROMOS

- ☐ Offer giveaways (pens, eco bottles, notebooks)
- ☐ Run a small prize draw or QR code competition
- ☐ Capture leads consistently (via app or printed form)
- ☐ Post updates to social media with event hashtags
- ☐ Log popular visitor questions or FAQs

POST-EVENT WRAP UP

PACK-DOWN & FOLLOW-UP

- ☐ Pack materials securely for return delivery
- ☐ Clean booth space and remove all rubbish
- ☐ Thank event organisers or sponsors
- ☐ Email all leads within 2–3 business days
- ☐ Meet with team for a debrief:
 - What worked?
 - What ran out?
 - What to improve next time?

Bulk restocks of branded products = better pricing for your next event.

MOST POPULAR TRADESHOW GIVEAWAYS



Printed pens
(budget-friendly, fast turnaround)



Reusable drink bottles
(eco-friendly and practical)



Custom notebooks
(great for education/ career fairs)



Branded lanyards
(essential for ID and access)



Promotional stress balls
(fun and easy to carry)

Need help choosing? Contact us at 1300 858 288 for tailored advice.

VENUES THIS CHECKLIST WORKS FOR

- ICC Sydney
- Brisbane Convention & Exhibition Centre
- Melbourne Showgrounds
- Adelaide Convention Centre
- Perth Convention & Exhibition Centre
- Regional expos and university career fairs

BUNDLE & SAVE

- Australia's award-winning supplier of promotional products.
 - Fastest turnaround in the country
 - Free delivery nationwide
 - Bulk pricing available for all event gear
 - In-house design support

CONTACT US

☎ 1300 858 288

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Print this out. Tick as you go. Stay organised.
And if you forget something... we're only a call away.