

TRADESHOW BRANDED COLLATERAL CHECKLIST

- Visual theme – branding concept & graphic design
- Exhibit stand backdrop, floor graphics & banners
- Themed photo/selfie opportunity or competition
- Themed mailout collateral – boxes, flyers, product
- EDM – themed artwork images
- Show uniforms, accessories, lanyards & name badges
- Takeaway collateral catalogues, flyers, brochures
- Giveaway promotional products to reflect theme
- Business cards

