



TRADE SHOW PHOTO ACTIVATION CHECKLIST

Campaign concept

- ☐ Define the desired attendee action and measurable objective..
- ☐ Choose one clear creative concept connected to the campaign.
- ☐ Identify the takeaway: print, card, portrait, video, or shared mosaic.
- ☐ Confirm brand, legal, privacy, and accessibility requirements.

Footprint and flow

- ☐ Confirm booth dimensions, ceiling height, storage, power, and internet.
- ☐ Map entry, registration, creation, delivery, and exit.
- ☐ Estimate hourly throughput and peak queue length.
- ☐ Keep screens visible without blocking the aisle.
- ☐ Prepare an offline or weak-connectivity plan.

Creative production

- ☐ Supply approved logos, fonts, colours, artwork, and campaign copy.
- ☐ Approve sample outputs on the final template.
- ☐ Test image quality across varied skin tones, clothing, and mobility needs.
- ☐ Proofread every name, date, URL, and QR destination.

Staffing and operations

- ☐ Assign a lead, brand ambassadors, and technical contact.
- ☐ Train staff on the guest explanation and privacy language.
- ☐ Confirm load-in, badges, parking, storage, and teardown.
- ☐ Prepare cleaning, charging, backup supplies, and escalation steps.

Measurement and follow-up

- ☐ Track participation and the agreed campaign metrics
- ☐ Confirm lead-capture fields and consent wording.
- ☐ Plan post-event gallery, email, sales follow-up, and reporting.
- ☐ Review results and document improvements for the next activation.