

BIRDING EVENT CHECKLIST

WHEN AND WHAT TO PREPARE FOR BIRDING FESTIVALS AND EVENTS

Preparing for the event

SEVERAL MONTHS OUT

- Set goals for the event (Getting leads? Making sales? Networking?) to guide your booth plan
- Evaluate your booth design
- Confirm your spot and pay booth fees
- Secure a presentation slot
- Book transportation and lodging

A FEW MONTHS OUT

- Order booth materials as needed (see checklist below)
- Arrange travel
- Order rentals (TVs, furniture, etc.)
- Walk through your booth design and check material placements
- Order company apparel
- Ask questions listed in tips below

A FEW WEEKS OUT

- Check your booth location
- Finalize your presentation
- Ship items to the event location
- Announce to your audience that you'll be at the event
- Plan meetings you want to have at the event
- Review strategy with company staff

Packing list

BOOTH MATERIALS

- ___ Banners
- ___ Tablecloths
- ___ Signage
- ___ Display stands

PROMOTIONAL ITEMS

- ___ Business cards
- ___ Handouts
- ___ Catalogs
- ___ Swag/giveaways

SUPPLIES

- ___ Pens
- ___ Tape (duct, masking, etc)
- ___ Extension cords
- ___ Rubber bands
- ___ Safety pins
- ___ Scissors
- ___ Stapler
- ___ Zip-ties
- ___ Multi-tool
- ___ Adapters
- ___ Wire or string
- ___ Baggies

OTHER

- ___ Company apparel
- ___ Electronics
- ___ Presentation on flash drive
- ___ Comfortable shoes
- ___ Name tags
- ___ Hand sanitizer
- ___ _____
- ___ _____

Going to an event that Nighthawk is attending? We try to keep extra supplies, like a handheld steamer, printer, and first-aid kit to most events. Let us know if you need anything during the event!

BRING TO THE EVENT DAILY

- Snacks
- Drinks
- Jacket
- Change of clothes
- Phone charger
- Notebook
- Cash
- Pain reliever

IMMEDIATELY AFTER THE EVENT

- Follow up on leads and communications
- Debrief with your team
- Check inventory of promotional items and note for future events
- Note any changes you'd like to make for your booth
- Confirm with the organizers that you'd like to attend next year

Event planning tips

QUESTIONS TO ASK THE ORGANIZERS BEFORE THE EVENT

- What size is my booth? What size is the table? What else does it come with?
- Is there pipe and drape? What size banners and pop ups are allowed/will fit?
- Will there be electric outlets available? How about WiFi?
- What is the expected attendance?
- What are the booth hours?
- Will there be refreshments and food onsite or nearby?

IDEAS FOR BOOTH DESIGNS

Try mixing flat and vertical elements both on and around your table. And don't just stick to paper handouts and signage as your only elements—try bringing in other relevant materials, whether that be field guides, sample products, or a small TV with a video or your website on display for visual variety. Just make sure that your look is cohesive and thoughtful, not crowded and mismatched.

PRE-EVENT BOOTH WALKTHROUGH

Before the event, do a visual walkthrough - either on paper or literally - from an attendee's perspective. Think about what they see first, how they are enticed, and what actions they may take before they leave the booth. Tweak your booth's design to guide customers in the directions you want them to go.

MORE EVENT PLANNING INFORMATION AT NIGHTHAWKAGENCY.COM

