CHECKLIST

Event Floor Plan Design

☐ **NAME OF THE EVENT**

☐ **TIME & DATE**

☐ **LOGO**   ☐ **PLACE**

☐ **BRANDING: PERSONALISE YOUR FLOOR PLAN**
Make sure to incorporate the event look & feel in your Floor Plan (colours, visuals, …). Uniformity in all your event communication will enhance recognition and visibility.

☐ **ADD INFO ABOUT THE EXHIBITORS**
Detailed information about the exhibitors will help your visitors prepare their visit thoroughly which will result in quality contacts for your exhibitors. The exhibitors will enjoy the additional visibility.

☐ **ADD A PROPER SEARCH FILTER**
The right search filters will help your visitors find the right information as quickly as possible (products/services, brands, region, …).

☐ **MENTION THE SPONSORS**
Don't forget to add sponsor logos or names. Ask your sponsors to add a link to your event Floor Plan in their communications to give your event the extra buzz.

☐ **CLEARLY INDICATE PRACTICAL INFO**
Indicate important info (toilets, entry and exit points,…) with icons, pictograms or arrows so exhibitors can find their way fast.

☐ **DRAW ATTENTION TO THE ACTIVITIES**
Make sure important activities are well indicated so that they raise your visitors' attention. Use colours and icons to cath their eye.

☐ **USE A LEGEND**
Explain used colours, icons and pictograms by using a legend. This way everything will be immediately clear for the visitor.

☐ **DON'T HIDE YOUR EVENT FLOOR PLAN**
Share and ask to reshare.

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More tips & tricks on efficient Floor Plan Management?
Contact us via info@expodoc.com or take a look at our website
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