

# SUCCESSFUL BOOTH CHECKLIST



Follow these steps to ensure that your site's booth is both effective and memorable for your event's attendees.

- Have clear & branded booth signage**  
*Avoid cluttered designs; opt for a clean layout using the correct branding and a minimum number of photos*
- Make sure your booth personnel are:**
  - Easily identifiable — Ensure they are wearing branded t-shirts and/or lanyards**
  - Happy & Social — Tell them to bring their biggest and best energy!**
  - Prepared with information — Provide an info sheet ahead of time with talking points for reference (i.e. degrees offered, annual tuition costs, practicum tracks, etc.)**
- A drawing or giveaway for applicants**  
*e.g. Apply today for an entry to win AirPods or a gift card*
- Print materials such as:**
  - One small, general piece with the website and/or QR code**
  - A piece for prospective students (include students life & academics)**
  - A piece for prospective parents (include cost information)**  
*Branded print items that are printed professionally make the best impression. Include a QR Code on all print pieces that points to an inquiry form/web page for more information.*

## Extras

*These items aren't critical but are highly recommended*

- Something interactive is a plus**
- A small giveaway piece, like a sticker**
- A few branded merch items (t-shirt, notebook, etc.)**