

Event-Ready Print & Merchandise Checklist

A pre-fair checklist to make sure your booth never runs short on the materials that do the talking for you.

Print Materials

- ☐ Viewbooks — quantity matched to expected foot traffic (+50% buffer)
- ☐ Program-specific flyers/one-pagers for top programs
- ☐ Scholarship & financial aid sheet
- ☐ Application deadline card/handout
- ☐ Market-specific FAQ sheet (visa, cost, safety — for multi-market fairs)

Merchandise & Giveaways

- ☐ Everyday giveaways stocked (pens, bags, notepads) for general booth traffic
- ☐ Premium giveaways reserved for high-intent leads (parents, agents, shortlisted students)
- ☐ Orientation/welcome-kit merchandise ordered ahead for post-decision students
- ☐ Branded booth elements (banners, tablecloths, signage) checked for wear and reordered if needed

Booth Presentation

- ☐ Banner/backdrop condition checked — no fading, tears, or outdated info
- ☐ Standees
- ☐ Table Runner

Logistics

- ☐ Shipping and tracking confirmed for materials arriving ahead of staff
- ☐ Packing list cross-checked 48 hours before departure