

# Wedding Expo Preparation Checklist

Perfect before SIWE. Work through each phase in the weeks leading up to the Southern Indiana Wedding Expo so you walk in ready — booth, materials, team, and follow-up plan all set.

## 4–6 Weeks Before

- ☐ Confirm your booth reservation and table/space assignment
- ☐ Reserve extras with organizers — electricity, wifi, additional tables
- ☐ Plan your booth theme, layout, and signage
- ☐ Order or refresh business cards, brochures, and price sheets
- ☐ Prepare your portfolio, samples, or product displays
- ☐ Plan a giveaway or lead magnet to draw attendees in
- ☐ Decide how you'll capture leads — sign-up sheet, QR code, or app
- ☐ Schedule staff or team members for the day

## One Week Before

- ☐ Confirm booth details and load-in time with SIWE organizers
- ☐ Print contracts, order forms, and pricing guides
- ☐ Restock business cards and marketing materials
- ☐ Test payment processing — card reader, app, backup cash
- ☐ Charge all devices: tablet, phone, card reader, hotspot
- ☐ Brief your team on goals, talking points, and booth roles
- ☐ Promote your attendance on social media
- ☐ Confirm booth outfit or dress code with your team

## After the Expo

- ☐ Follow up with every lead within 48 hours
- ☐ Enter new contacts into your referral or lead tracker
- ☐ Send a thank-you to the SIWE organizers
- ☐ Debrief with your team — what worked, what didn't
- ☐ Share expo photos and highlights on social media
- ☐ Review your leads and bookings to measure ROI

## Day Before

- ☐ Pack the car: linens, signage, samples, giveaways, supplies
- ☐ Print a day-of contact sheet — organizer, team, emergency
- ☐ Prepare a cash box with change
- ☐ Pack snacks and water for the team
- ☐ Set an early alarm — plan to arrive ahead of load-in

## Day of the Expo

- ☐ Arrive early for setup and check in with organizers
- ☐ Set up banner, linens, signage, and displays
- ☐ Arrange samples, price sheets, and giveaways within reach
- ☐ Test your lead capture method before doors open
- ☐ Do a final team huddle — goals, roles, energy
- ☐ Engage every attendee — smile, ask questions, listen
- ☐ Capture leads consistently, even during slow moments
- ☐ Take photos for social media and your portfolio
- ☐ Connect with fellow SIWP vendors between rushes

### Booth Reminder

Attendees remember how you made them feel more than what was on your table. Lead with a warm greeting and a genuine question before you launch into your pitch.