

# EXPO SUCCESS CHECKLIST

Connect, learn, and grow with 2,000+ California school business professionals during CASBO Con



## BOOTH SETUP

- Design an eye-catching booth with clear branding
- Include interactive displays or product demos
- Prepare relevant giveaways with logos
- Staff with knowledgeable, friendly personnel



## PROMOTIONAL MATERIALS

- Bring business cards, brochures, and flyers
- Include branded items (pens, USB drives, notepads)
- Use talking points aligned with district needs



## PRE-EVENT PREPARATION

- Promote via social media and event platform
- Coordinate booth materials, power, and shipping with GES
- Confirm booth layout and electricity/Wi-Fi needs



## DURING THE EVENT

- Engage attendees without being pushy
- Listen actively to needs and concerns
- Collect contact info for all meaningful conversations



## LOGISTICS & DEADLINES

- Meet all show deadlines (shipping, on-site setup times, online booth description, and staff badge registrations, etc.)
- Follow booth setup and tear-down hours strictly
- Plan for material storage during the event



## POST-EVENT FOLLOW-UP

- Send personalized follow-up emails promptly
- Share resources or answers to attendee questions
- Log leads and prepare next steps



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