

PURPLE EXHIBITS

New Jersey Exhibit Planning Checklist

From reserved space to a show-ready booth

A practical, printable planning tool for custom, rental, and hybrid exhibits in Edison, Secaucus, Atlantic City, and throughout New Jersey.

PREPARE THE DETAILS. PROTECT OPENING DAY.

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Project brief

Complete this page before creative development. One current exhibitor manual and one accountable decision owner can prevent weeks of rework.

Show / event

Venue / city

Show dates

Booth number

Booth size / configuration

Budget range

Internal decision owner

Purple project lead

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Define the business job

Start with what the exhibit must accomplish - not what it should look like.

Audience and outcomes

- ☐ Name the primary audience and the one action you want qualified visitors to take.
- ☐ Set measurable show goals: scheduled meetings, qualified leads, demos, press conversations, or pipeline influence.
- ☐ Identify the products, messages, or launches that must be understood from the aisle.
- ☐ Define the staff capacity, hospitality level, meeting privacy, demo time, and lead-capture workflow.

Inputs and approvals

- ☐ Collect brand standards, current logos, approved fonts, colors, copy, imagery, and legal requirements.
- ☐ List every internal approver and set dates for concept, graphics, AV content, and final production approval.
- ☐ Identify existing exhibit assets that may be reused, refurbished, or reconfigured.
- ☐ Share a budget range and state what it must include: exhibit, freight, drayage, labor, utilities, rigging, cleaning, and taxes.

Working rule: The current show manual controls the project. Save the latest version with the project files and flag revisions immediately.

Venue, design, and service orders

New Jersey is not one operating environment. Confirm the actual venue, organizer, decorator, labor rules, deadlines, and exclusive services before design is released.

Venue	Early planning checkpoint
Meadowlands Exposition Center Secaucus	Confirm the event decorator, labor rules, service providers, loading sequence, overhead power approach, and EAC requirements for the actual show.
New Jersey Convention and Exposition Center Edison	Coordinate freight through the event decorator; confirm venue services, product access, electrical, rigging, and fire-safety requirements.
Atlantic City Convention Center Atlantic City	Plan target freight, labor jurisdiction, exhibitor rights, contractor credentials, exclusive services, rigging, and outbound shipping in detail.

2 Translate the manual into a buildable scope

Show and venue requirements

- ☐ Confirm booth type: inline, corner, peninsula, split island, or island; verify height and line-of-sight limits.
- ☐ Record move-in targets, carrier check-in, advance warehouse dates, direct-to-show dates, and outbound deadlines.
- ☐ Confirm EAC forms, certificates of insurance, credentials, and submission deadlines.
- ☐ Verify fire-safety, floor-load, vehicle, enclosed-room, hanging-sign, and stamped-drawing requirements.

Design and production readiness

- ☐ Place the core message where it can be understood from the aisle in seconds.
- ☐ Confirm product weights, power draw, internet, ventilation, plumbing, security, and service access.
- ☐ Test visitor flow, staff circulation, storage capacity, demo sightlines, and accessibility.
- ☐ Approve final dimensions, finishes, graphics, content files, packing plan, and installation drawings.

Required service orders

- ☐ Electrical and lighting
- ☐ Internet and hardline connections
- ☐ Rigging and hanging signs
- ☐ Material handling and labor
- ☐ Cleaning, security, catering, plumbing, and AV labor where required

Freight, installation, and show-ready handoff

Opening day is protected by a closed-loop plan: correct labels, confirmed labor, final testing, a photographed handoff, and a defined outbound procedure.

3 Control freight and move-in

Before the truck moves

- ☐ Use only the official shipping address, labels, booth number, event name, and delivery window.
- ☐ Create an inventory by crate, case, pallet, and loose item; photograph packed contents and labels.
- ☐ Confirm carrier appointment, driver instructions, marshaling location, tracking, and emergency contacts.
- ☐ Carry installation drawings, service confirmations, EAC approvals, floor plans, and escalation contacts on site.

4 Inspect the finished exhibit

Pre-opening quality control

- ☐ Structure is complete, stable, aligned, and finished; flooring is flat and free of trip hazards.
- ☐ Graphics are correct, clean, tensioned, and illuminated; furniture matches the plan.
- ☐ Counters, doors, locks, shelving, storage, and product fixtures work correctly.
- ☐ Monitors, LED walls, media players, audio, internet, lead capture, and final content are tested.
- ☐ Products are positioned, powered, secured, and presentation-ready; lighting is aimed correctly.
- ☐ Literature, giveaways, and staff supplies are organized; tools and packing material are removed.
- ☐ The booth is cleaned, photographed, and handed off to a named show-day contact.

5 Close the loop after the show

Dismantle and outbound

- ☐ Confirm dismantle start, empty-container return, carrier check-in, outbound labels, and pickup deadline.
- ☐ Inventory and photograph every component before repacking; record damage or missing items.
- ☐ File the bill of lading correctly and confirm the carrier has collected the shipment.
- ☐ Schedule repair, storage, refurbishment, or reconfiguration decisions while show feedback is fresh.

Skip the chaos. Just show up.

Send Purple Exhibits your show, venue, booth size, exhibitor manual, timeline, goals, and budget. We will connect design, fabrication, rentals, graphics, AV, freight, installation, and show coordination in one working plan.

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Venue details change. Verify every requirement against the current exhibitor manual, organizer instructions, and venue rules for your specific event.