

Exhibit Readiness Kit

Responsibility map, deadline plan and pre-ship checklist

1 Who owns what

Assign every approval, order and handoff before work begins. The current show manual and signed project scope always control.

WORKSTREAM	EXHIBITOR	PURPLE	SHOW / VENUE / GSC
Space and rules	Contract space; send current manual and floor plan	Review rules against concept and scope	Publish event rules, dates and access procedures
Strategy and creative	Set goals; approve message, budget and design	Plan visitor journey; design and render exhibit	Review drawings when the event requires approval
Build and graphics	Supply final brand assets, copy and product specs	Engineer, produce, test and document approved scope	Control any required inspection or venue approval
Utilities and rigging	Approve needs and authorized costs	Map equipment; coordinate forms and deadlines in scope	Supply or bill exclusive utilities and certain rigging
Freight and handling	Approve route, carrier and final destination	Plan labels, packing order and shipment tracking	Set advance warehouse, marshaling and drayage process
Install and access	Provide product, staff plan and timely approvals	Coordinate crew, supervision, QA and client walk-through	Set credentials, labor rules, dock access and move-in times
Dismantle and outbound	Confirm disposition, storage or next show	Supervise pack-out, inventory and outbound plan	Control empty returns, outbound paperwork and dock release

THE HANDOFF RULE

At every transition confirm: Approved - Assigned - Scheduled - Verified. If ownership is not written, it is still a risk.

Your event manual controls.

Use this kit to organize the work, then verify every rule and deadline in the current event packet.

<https://purpleexhibits.com/exhibiting-in-new-orleans/>

The 16-Week Readiness Plan

A practical schedule for booth, venue, freight and show-floor handoffs

2 Work backward from the dock doors

Set internal due dates earlier than the published cutoffs. Complex structures, rigging, imported products and custom technology need more time.

16+ WEEKS	12-16 WEEKS	8-12 WEEKS	6-8 WEEKS	3-6 WEEKS	SHOW WEEK
DEFINE	DESIGN	APPROVE	ORDER	CONFIRM	VERIFY
Goals, space, budget, booth model and exhibit partner.	Visitor flow, concept, products, AV, power and rigging.	Scope, drawings, engineering, production and graphics plan.	Artwork, EAC files, freight route and early-rate services.	Labels, crew, content, staff, product and outbound plan.	Install, test, clean, stock and complete client walk-through.

AFTER THE SHOW: dismantle, document, reconcile inventory and route every asset to storage or the next event.

3 Pre-ship readiness check

DESIGN AND APPROVALS

- ☐ Final design, scope and production drawings approved
- ☐ Booth dimensions, orientation and space type verified
- ☐ Graphics approved at final size and resolution
- ☐ EAC, insurance, drawing and rigging files submitted

VENUE AND TECHNOLOGY

- ☐ Current manual and venue rules reviewed
- ☐ Power, internet, plumbing and AV mapped to equipment
- ☐ Services ordered before discount deadlines
- ☐ Screens, content, interactions and backups tested

FREIGHT AND INSTALLATION

- ☐ Advance warehouse or direct shipment selected
- ☐ Labels, piece count and packing sequence confirmed
- ☐ Labor, credentials and on-site supervision confirmed
- ☐ Outbound carrier, labels and destination booked

PEOPLE AND FOLLOW-UP

- ☐ Staff schedule, goals and lead capture ready
- ☐ Product arrival and secure storage confirmed
- ☐ Final cleaning and client walk-through scheduled
- ☐ Post-show follow-up owners and deadlines assigned

SKIP THE CHAOS. SHOW UP READY.

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