

Exhibition Print Countdown Planner

Use this planner to get every piece of stand print ready in good time. Work back from your event date and tick each item off once the artwork, quantity and delivery have been confirmed.

What to do	Print to prepare	Done
6+ WEEKS BEFORE · Plan		
Confirm your stand size, layout and goals	–	☐
Decide what you need to print and set a budget	–	☐
Brief your designer on stand artwork and key messages	Pop-up displays, fabric walls	☐
4 WEEKS BEFORE · Order your display and banners		
Approve artwork for your backdrop and banners	Pop-up exhibition displays, fabric walls	☐
Order large-format items early to allow for production	Roller banners, wide / super wide roller banners	☐
3 WEEKS BEFORE · Take-home materials		
Finalise content and quantities for handouts	Brochures, folded leaflets	☐
Order quick-read and giveaway items	Flyers and handouts, postcards	☐
2 WEEKS BEFORE · Team and lead capture		
Check the team has enough cards for the whole event	Business cards	☐
Confirm your lead-capture method (form, QR code, sign-up)	–	☐
Send pre-event mailers and “find us at stand X” messages	Postcards, direct mail	☐
1 WEEK BEFORE · Proof and pack		
Proof everything and confirm delivery dates and venue details	–	☐
Pack a small print kit: spare cards, flyers and a backup banner	–	☐
AT THE SHOW		
Set up your display and banners; keep handouts and cards stocked	–	☐
Capture visitor details consistently	–	☐
AFTER THE SHOW · Follow up		
Follow up with leads quickly, while conversations are fresh	–	☐
Send branded follow-up with quotes or thank-yous	Brochures, postcards, compliment slips	☐

Planning note: Allow extra time for proofing and any reprints. For larger or custom stands, order your display and banners as early as possible – these have the longest lead times.

Firstpointprint can help with exhibition stand print including pop-up displays, fabric walls, roller banners, brochures, flyers, postcards and business cards – delivered across London and the wider UK.