

Expo and Event Planner Checklist



Organizing a successful expo event requires meticulous planning and attention to detail. To help you stay on track, we've created a comprehensive checklist that covers all essential tasks. Plus, we've highlighted the features and services of Red Baron Arena & Expo to ensure your event is seamless and memorable.

Venue Selection

Red Baron Arena Highlights

- ✓ **State-of-the-Art Arena:** 30,000 square feet of flexible space.
- ✓ **High-Tech Audio-Visual Capabilities:** Video capabilities, high-speed internet, and a cutting-edge sound system.
- ✓ **Ample Parking:** Secure access for planners and vendors plus ample parking space for attendees.
- ✓ **Professional Event Planning Services:** On-site assistance with all aspects of event coordination.
- ✓ **Hotel Accommodations Nearby:** Convenient for out-of-town attendees.
- ✓ **Customizable Floor Plans:** Flexible configurations for different event sizes.
- ✓ **Sustainable Initiatives:** Environmentally responsible venue.



Pre-Event Planning

1. Define Event Goals and Objectives

- Outline the purpose of the expo.
- Identify key metrics for success.

2. Budget Planning

- Determine overall budget.
- Allocate funds for venue, marketing, staffing, etc.

3. Venue Booking

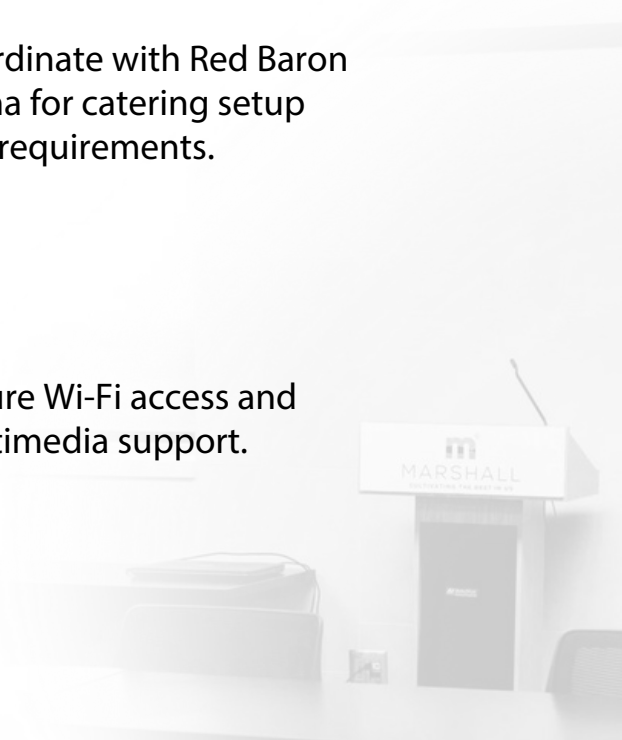
- Contact Red Baron Arena to schedule a tour and consultation.
- Confirm availability and reserve your dates.
- Review and sign rental agreements.
- Obtain necessary liability insurance.

4. Catering and Food Services

- Choose from our list of local licensed caterers or choose your own catering company.
- Coordinate with Red Baron Arena for catering setup and requirements.

5. Technology and Equipment Needs

- List all audio-visual requirements.
- Ensure Wi-Fi access and multimedia support.
- Arrange for any additional equipment rentals.



Marketing and Promotion

1. Create a Marketing Plan

Develop a strategy to promote the event.

Utilize website, email campaigns, social media, and press releases.



2. Design Promotional Materials

Create flyers, banners, and digital ads.

Highlight key features and benefits of attending the expo.

3. Engage with Attendees

Set up an event website with registration details.

Use social media to build excitement and engagement.

Send reminder emails leading up to the event.

Logistics and Operations

1. Floor Plan and Layout

Customize the floor plan to suit your event needs.

Arrange seating, exhibition booths, and stages.

2. Staffing and Volunteers

Hire or recruit staff for various roles (e.g., registration, security).

Provide training and clear instructions.

3. Registration and Tickets

Set up an efficient registration process.

Offer online ticketing options.

4. Parking and Transportation

Coordinate with Red Baron Arena for ample parking arrangements.

Provide attendees with transportation options.

Day of the Event

1. Setup and Decoration

Arrive early to oversee setup.

Ensure all decorations and signage are in place.

2. Audio-Visual Checks

Test all equipment and presentations.

Confirm high-speed internet connectivity.

3. Exhibitor Support

Assist exhibitors with booth setup.

Provide necessary materials and information.

4. Attendee Experience

Ensure a smooth check-in process.

Offer assistance and information throughout the event.

Post-Event Activities

1. Breakdown and Cleanup

Coordinate with Red Baron Arena for a smooth breakdown process.

Ensure all rented equipment is returned.

2. Feedback Collection

Send out surveys to attendees and exhibitors.

Gather feedback to improve future events.

3. Post-Event Analysis

Review event performance against goals.

Compile a report with key takeaways and metrics.

Ready to Plan Your Next Expo?

Contact Red Baron Arena to book a tour and consultation. Our professional event planning team is here to assist you every step of the way, ensuring your event is a resounding success.

[Get Started with Red Baron Arena](#)

