Exhibitor Checklist

Military Child World Expo 2026
Hyatt Regency Crystal City | April 25–26, 2026

Welcome to the **Military Child World Expo**! This checklist will guide you through each step of preparing for a successful exhibit — from registration to booth breakdown.

Before the Expo

Registration & Portal Access

- Complete exhibitor registration and payment.
- Log in to the **Exhibitor Portal** to confirm booth assignment.
- Upload your logo, description, and contact info for the official program & website.
- Order additional exhibitor badges (2 included per booth).

Planning Your Booth

- Review booth size & zone location (6' table, 10x10, 20x20, etc.).
- Submit requests for power, Wi-Fi, or special equipment.
- Arrange shipping or delivery of booth materials (check Expo shipping deadlines).
- Prepare interactive elements (demo, video, samples, giveaways).
- Submit proof of insurance if required (venue guidelines).

Marketing Prep

- Send your logo and brand assets to MCWE Marketing for inclusion in promo.
- Draft social media posts announcing your participation (#MCWE2026).
- Plan booth-specific promotions or raffles to drive engagement.

During Setup

Arrival & Check-In

- Arrive at designated exhibitor load-in time (see portal schedule).
- Pick up exhibitor badges at registration desk.
- Confirm booth location with floor manager.

Booth Setup

- Unpack and arrange booth displays.
- Test audio/visual equipment.
- Confirm power/Wi-Fi setup.
- Place promotional materials and signage.
- Stock giveaways, brochures, or samples.
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During the Expo

Engagement

- Staff booth at all times with trained team members.
- Greet visitors proactively and share your story.
- Collect leads/contact info (sign-up sheets, QR codes, apps).
- Take photos/video of your booth in action.
- Post live updates on social media, tagging @MilitaryChildExpo.

Opportunities

- Attend networking sessions and zone activities.
- Check the program for panels or workshops to attend.
- Meet with other exhibitors and sponsors to explore partnerships.

Breakdown & After the Expo

Teardown

- Begin breakdown only after official close time.
- Remove materials, signage, and giveaways.
- Confirm all shipments for return.

- Leave booth area clean per venue guidelines.

Follow-Up

- Review and organize collected leads.
- Send thank-you notes or follow-up emails within 1 week.
- Complete the post-event exhibitor survey via the portal.
- Share feedback and success stories with MCWE staff.

Pro Tips for Success

- Keep your booth **interactive** — hands-on demos attract visitors.
- Bring **portable chargers** for devices (or use provided charging stations).
- Offer **small, useful giveaways** (pens, journals, tote bags).
- Rotate staff to avoid fatigue — energized reps = better engagement.
- Use the event hashtag **#MCWE2026** to boost your visibility.