

Event Branding Readiness Planner

A practical checklist for planning event apparel, merchandise, signage, printing & booth branding

Before you book the banners, order the polos or start guessing how many notebooks you need, use this planner to map out the key branded items for your next event. It helps your team organise apparel, signage, promotional products, printed materials, booth branding, artwork files and supplier contacts in one place, so your event looks planned, professional and consistent.

EVENT DETAILS

Event name

Planning Team Members

Event date

Event location

Event Type

- | | | |
|--|--|---|
| ☐ Conference | ☐ Expo or trade show | ☐ Product/service launch |
| ☐ Corporate event | ☐ Community event | ☐ Training session |
| ☐ Internal team event | ☐ Tender/procurement presentation | ☐ Other _____ |

Event Role

- ☐ Sponsor: _____ Sponsorship Level: _____
- ☐ Exhibitor
- ☐ Other: _____

Key Event Themes and Messages

QUANTITY PLANNING

Expected number of attendees

Number of staff attending

Number of VIP or delegate packs required

WHAT BRANDED ITEMS DO WE NEED?

Branded apparel

- ☐ Polo shirts
- ☐ T-shirts
- ☐ Hi-vis workwear
- ☐ Caps or hats
- ☐ Jackets or hoodies
- ☐ Event shirts
- ☐ Lanyards
- ☐ Name badges
- ☐ Other _____

Promotional Products

- ☐ Pens
- ☐ Notebooks
- ☐ Drink bottles
- ☐ Coffee cups
- ☐ Tote bags
- ☐ Tech items
- ☐ Keyrings
- ☐ Branded packs or bundles
- ☐ Other _____

Printed materials

- ☐ Brochures
- ☐ Flyers
- ☐ Company profiles
- ☐ Capability statements
- ☐ Presentation folders
- ☐ Business cards
- ☐ Event programmes
- ☐ QR code cards
- ☐ Other _____

Signage and display materials

- ☐ Pull-up banners
- ☐ A-frame signs
- ☐ Fence banners
- ☐ Posters
- ☐ Tablecloths
- ☐ Directional signage
- ☐ Welcome signage
- ☐ Display wall or backdrop
- ☐ Other _____

APPAREL CHECKLIST

Who needs apparel?

☐ Team Members

☐ Volunteers

☐ Attendees

☐ Speakers

☐ Contractors

☐ Other _____

Team Member	Item/s	Size	Quantity	Size Confirmed
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐
				☐

Order Deadline Date: / /

Production Time Guide:

Embroidered Apparel:3-4 Weeks*

Direct Printed Apparel:3-4 Weeks*

Fully Sublimated Apparel:6+ Weeks*

**Guide only. Times are from artwork sign off. Times exclude shipping*

Apparel notes

PRIORITY CHECKLIST

Must-have items _____

Nice-to-have items _____

Items to quote separately _____

Items needed urgently _____

Are there any in-stock items you can reuse? ☐ No ☐ Yes: _____

BOOTH CHECKLIST

Booth Type: ☐ Standard In-Line ☐ Standard Corner ☐ Custom ☐ No Booth

Booth Size: _____ Booth Deadline: / /

Booth Accessories: _____

Designer: _____ Printing/Construction: _____ Removal: _____

Booth themes, messages and creative notes

ARTWORK AND BRAND CHECKLIST

☐ High-resolution logo files

☐ Sponsor logos, if required

☐ Approved images or graphics

☐ QR codes tested and working

☐ Approved wording and content

Artwork contact

Who gives final approval?

Important artwork and brand notes

KEY SUPPLIER CONTACTS

Type	Company	Contact Person	Phone	Email
Event Organiser				
Booth Printing/Construction				
Apparel Supplier				
Promo Merch Supplier				
Print Supplier				
Signage Supplier				
Freight Supplier				