



THE TRADESHOW GALLERY PRINTING CO. PRESENTS

THE EVENT EXHIBITOR'S PRINT CHECKLIST

Whether you're setting up your first booth or your fiftieth, the weeks before an event have a way of getting away from you. Deadlines sneak up. Details get missed. And nothing kills your confidence on event day like realizing you forgot to order the banner — or worse, showing up with artwork that prints blurry.

That's exactly why we made this.

The Event Exhibitor's Print Checklist is your complete planning companion for anyone preparing to exhibit, vend, or present at a trade show, outdoor market, farmers market, festival, corporate event, or any live event where your brand needs to show up and stand out.

Work through it section by section and you'll never wonder if you've forgotten something again. From your booth display and canopy setup, to your banners, flags, table covers, artwork files, and day-of essentials — every decision is mapped out, every option is covered, and every item has a checkbox waiting for you.

Consider this your unfair advantage. The exhibitors who show up prepared, polished, and fully branded don't get that way by accident. They plan. Now you have the tool to do exactly that.

Designed for businesses exhibiting
at trade shows, farmers markets,
festivals & outdoor events
throughout Southern California

ABOUT US

We Are The Tradeshow Gallery

Printing Co.

We are an award-winning large format printing studio based in Huntington Beach, CA — where graphic artists, event marketing professionals, and print-makers work together under one roof.

We specialize in custom banners, trade show displays, canopy tents, retractable stands, mesh fence graphics, and promotional flags, serving businesses throughout Orange County, Los Angeles, and San Diego.

Whether you need signage for a trade show booth, a branded event setup, or eye-catching storefront displays — our team handles everything from design to delivery.

OUR STORY

Built from two crafts, one vision.

Justin, our founder, spent 20+ years as a professional graphic designer, website designer, video editor, and photographer.

His business partner brought decades of large format printing expertise — precision, craft, and an obsession with quality output.

Their clients kept crossing paths. Justin's clients needed printing. His partner's clients needed creative. So they did what made perfect sense — they built it all under one roof.

Today, The Tradeshow Gallery is the only place in Southern California where you get award-winning design AND expert large format printing from the same team, under the same roof, with one point of contact from start to finish.

OUR PHILOSOPHY

We believe in quality over volume. We'd rather do fewer jobs and do them right than rush through work that doesn't represent our clients — or us — at our best. Every project we take on gets the full attention of specialists who genuinely care about the outcome. That's what keeps our clients coming back.

WHAT MAKES US DIFFERENT

ALL UNDER ONE ROOF

Design, print, and marketing — one team, one conversation, zero handoff headaches.

SPECIALISTS, NOT GENERALISTS

Every person on our team is deeply skilled in their craft. You get expert work, not average work.

SOUTHERN CALIFORNIA LOCALS

We know this market, these events, and these venues. We're not shipping from a warehouse — we're your neighbors.

HOW TO USE THIS CHECKLIST

Work through each section before you event. Check off each item as you confirm it.

We recommend starting at least 3–4 weeks out to allow for design and production time.

1 BOOTH DISPLAY & SIGNAGE

Your display is your first impression. Make sure every element is ordered, confirmed, and accounted for.

RETRACTABLE BANNER STAND

The backbone of any booth. At minimum one; ideally two or three to frame your space.

- Size selected (24", 33", or 48" wide × 80" tall are most common)
- Print file prepared at correct dimensions (150–300 DPI, CMYK, bleed included)
- Single or double-sided option confirmed
- Hardware in good condition (if reusing an old stand — check the retract mechanism)
- Ordered and production time confirmed with your printer

BACKDROP / TUBE DISPLAY

For more commanding presence—especially in 10'×10' or 10'×20' booths.

- Display type selected (Premier Tube, Pop-Up, or XL Display)
- Size confirmed for your booth footprint
- Graphic artwork prepared at full width × height
- Frame hardware inspected if reusing — check all interlocking joints
- Pillowcase graphic zips cleanly onto frame

CANOPY TENT (OUTDOOR EVENTS)

Essential for any outdoor market, festival, or sports event.

- Size selected (10×10 is standard; 10×15 or 10×20 for larger setups)
- Frame grade chosen (Aluminum recommended for repeat use)
- Dye-sublimated canopy top — full color proof approved
- Side walls or skirts ordered if needed for privacy or weather
- Stakes, ropes, and weights packed (critical for windy SoCal days)

A-FRAME / SIDEWALK SIGN

Great for directing foot traffic or calling out a promotion at your booth entrance.

- A-Frame style selected (Premier Metal, Signicade, or Deluxe Signicade)
- Graphic printed on 4mm coroplast at 24"×36"
- Message is simple — readable in under 3 seconds from 10 feet away

CANOPY TENT — WHICH KIT IS RIGHT FOR YOUR EVENT?

Not every event needs a canopy — but when you do, getting the right setup makes all the difference.

STEP 1 — FIND YOUR EVENT TYPE

FARMERS MARKET

10'x10' canopy top + side skirts + 6ft table cover

Side skirts give you a clean branded backdrop. Table cover ties it together. Feather flags on each side of the booth dramatically increase foot traffic from down the aisle.

- › 10'x10' canopy top (dye sublimated)
- › 10'x3' side skirts (2 sides recommended)
- › 6ft fitted or stretch table cover
- › 2x feather flags with ground stakes (optional but recommended)
- › Sandbags or water weights — required outdoors

OUTDOOR FESTIVAL

10'x10' or 10'x20' canopy + backwall + skirts + flags

Festivals are high-competition environments — your setup needs to be visible from 50+ feet away. Go bigger if budget allows. A 10'x7' backwall behind you turns your booth into a billboard.

- › 10'x10' or 10'x20' canopy top
- › 10'x7' canopy backwall (full branding behind you)
- › 10'x3' skirts on open sides
- › Fitted table cover
- › 2–4x feather or wave flags
- › Water weights — critical for festival wind conditions

SPORTING EVENT

10'x10' canopy + minimal accessories + flags for visibility

Sporting events prioritize quick setup and teardown. Keep it simple — canopy top, one table, flags for visibility from across the field. Wind can be unpredictable; always stake and weight.

- › 10'x10' canopy top
- › Side skirts optional (depends on space)
- › 6ft loose table throw (easy to pack)
- › 2x feather flags (8ft or 10ft)
- › Ground stakes AND sandbags — sports venues are almost always o...

CORPORATE EVENT

10'x10' or 10'x20' full kit — canopy + backwall + table + flags

Corporate events demand a polished, fully branded presence. Don't show up

with just a canopy top — the backwall, matching table cover, and coordinated flags make you look like a serious operation. Often held indoors or in tented venues, so confirm if a canopy is even allowed.

- › Confirm with venue: is a canopy structure permitted indoors?
- › 10'x10' or 10'x20' canopy top (if permitted)
- › 10'x7' backwall — essential for professional look
- › 10'x3' skirts on all open sides
- › 8ft fitted table cover (stretchy, wrinkle-free look)

FOOD & BEVERAGE

10'x10' minimum — consider 10'x15' or 10'x20' for equipment space

Food and beverage vendors need more square footage than most — your equipment, prep area, and customer-facing front all compete for space. A 10'x10' is tight. If you can swing a 10'x15' or 10'x20', do it. Skirts on the back and sides keep your prep area tidy and professional.

- › 10'x10' minimum — 10'x15' or 10'x20' strongly recommended
- › Side skirts on back + sides (hides prep equipment)
- › Front open for customer service flow
- › 6ft or 8ft table cover for customer-facing surface
- › Health dept requirements: check if canopy top material meets local f...

STEP 2 — PICK YOUR ACCESSORIES

10'x10' CANOPY TOP

The branded roof. Dye sublimated. Required for every kit.

10'x7' BACKWALL

Full-height branded wall behind your booth. Biggest visual impact.

FEATHER / WAVE FLAGS

Extend your visibility 10–15 feet above booth height.

FLAG HOLDERS FOR CANOPY

Mounts flags directly to canopy legs — no separate base needed.

10'x3' SIDESKIRTS

Wraps the lower rail on open sides. Hides clutter, adds branding.

TABLE COVER

4ft, 6ft, or 8ft. Fitted, loose throw, or stretch.

SANDBAGS / WATERWEIGHTS

Non-negotiable for outdoor events. 4 per canopy minimum.

REPLACEMENT PARTS

Extra legs, feet, thumb latches. Order spares if using frequently.

2 BANNERS & FLAGS

Outdoor flags and vinyl banners dramatically expand your visual footprint beyond your booth.

VINYL BANNERS

- Banner size confirmed for intended location
- Material chosen: 13oz (general use), 18oz (long-term outdoor/pole), 9oz mesh (windy areas/fences)
- Orientation selected: horizontal or vertical
- Hanging method confirmed: grommets, pole pockets, or velcro
- Artwork at correct dimensions — 150 DPI minimum at full size
- Bleed (usually 0.5") included on all sides
- Text and logos kept at least 1" from edges (safe zone)
- Hemmed edges and grommets included (standard at no extra charge)

PROMOTIONAL FLAGS (FEATHER, TEARDROP, WAVE, ANGLED)

- Flag style selected for your setup (feather is widest; teardrop is most compact)
- Height selected: 8ft, 10ft, 12ft, or 15ft
- Single-sided or double-sided confirmed
- Base type selected: ground stake, X-base, flat base, or tire base
- Water weight bag packed (for windy outdoor conditions)
- Carry bag included for transport
- Artwork accounts for flag shape — keep key content centered vertically

3 TABLE COVERS & ACCESSORIES

A branded table cover instantly elevates your booth from amateur to professional.

TABLE COVER

- Table size confirmed: 4ft, 6ft, or 8ft
- Cover style selected: loose throw, fitted, stretch-fit, or 3-sided
- Full-color dye-sublimated printing (recommended over screen print for vibrancy)
- Design includes logo, website, and core tagline — keep it simple
- Color matches your other booth materials
- Spare or backup table cover packed for multi-day events

TABLE ACCESSORIES

- Table runner ordered if using a loose throw (adds layered branding)
- Product display risers or stands packed
- Business card holder or brochure rack positioned at table front
- Branded tablecloth clips or weights packed (for outdoor events)
- Extension cord if any powered displays on table

4 GRAPHIC DESIGN & ARTWORK FILES

Bad artwork is the #1 cause of delays and disappointing prints. Get this right first.

PRO TIP FROM OUR DESIGN TEAM

Always submit your artwork as an AI, PDF, or EPS file with fonts outlined and images embedded.

If you're working from a JPG or PNG, make sure it's at least 150 DPI at the final print size.

When in doubt, our design team will review your files for free before printing.

FILE SETUP — THE NON-NEGOTIABLES

- Artwork is in CMYK color mode (NOT RGB — colors shift when converted)
- Resolution is 150–300 DPI at full print size (zoom to 100% in Illustrator to check)
- All fonts are OUTLINED (Type → Create Outlines in Illustrator)
- All images are EMBEDDED (not linked — linked images disappear on other computers)
- Bleed is included on all four sides (typically 0.5" for banners)
- Text and logos are inside the safe zone (1" from all edges minimum)
- Template layer deleted before saving final file

COLOR ACCURACY

- Rich black used for large black areas: C50 / M50 / Y50 / K100
- Pantone colors called out if exact brand color matching is required
- Colors proofed on screen in CMYK mode — not RGB
- Gradients checked (gradients + Pantone don't mix — use CMYK for gradient areas)

FILE DELIVERY

- Preferred formats submitted: AI, PDF, EPS, or SVG
- File size under 100MB (under 300MB maximum — compress if needed)
- All layers flattened if submitting JPG, PNG, PSD, or TIFF
- File named clearly: company-name_product-type_size.ai (e.g., acmeco_banner_4x8.pdf)
- Proof reviewed and approved before production begins
- Final approval submitted in writing (email confirmation)

IF YOU NEED DESIGN HELP

- Brief prepared: brand colors (hex or Pantone), fonts, key messages, logo files
- Inspiration examples gathered (websites, competitors, events you admire)
- Design consultation scheduled with The Tradeshow Gallery design team
- Complimentary 1-hour design credit requested if this is your first order
- Timeline communicated — design typically adds 1–3 business days

5 SHIPPING, SETUP & ON-SITE ESSENTIALS

What gets forgotten in the rush is usually the small stuff. Don't let logistics derail your event.

SHIPPING & LOGISTICS

- Production turnaround time confirmed with your printer (plan for 3–7 business days minimum)
- Ship-to address confirmed — show venue? Home? Office?
- Shipping method selected: ground (cheaper) vs expedited (safer for tight timelines)
- Tracking number saved and monitored
- If using third-party shipping: customer assumes full responsibility for transit (see policy)
- Packages inspected upon delivery — photograph any damage before signing
- All hardware pieces accounted for before leaving for the event

SETUP ESSENTIALS — PACK THIS KIT

- Zip ties (black and white) — the universal fix for everything
- Gaffer tape (not duct tape — doesn't leave residue)
- Scissors and box cutter
- Rubber mallet (for ground stakes)
- Bungee cords and/or rope (for securing canopy in wind)
- Sandbags or water weights (mandatory for outdoor canopies)
- Extension cord and power strip (if any powered displays)
- Extra grommets and S-hooks for hanging banners
- First aid kit (minor cuts happen during setup)

DAY-OF CHECKLIST

- Arrive early — setup always takes longer than expected
- Canopy oriented correctly (branded side facing foot traffic)
- All banners taut — no sagging, wrinkling, or misalignment
- Table cover fitted and smooth — no visible wrinkles
- Flags staked and weighted appropriately for wind conditions
- Booth symmetry checked from 20 feet away (walk out and look back)
- Phone charged — you'll need it for photos and contacts
- Business cards and promotional materials stocked and accessible

6 POST-EVENT FOLLOW-UP

The event isn't over when you pack up. What you do in the 48 hours after matters enormously.

IMMEDIATELY AFTER THE EVENT

- All hardware disassembled carefully and stored in carry bags
- Canopy top inspected for any damage before packing
- Banners and flags rolled (not folded) to prevent crease lines
- Contact list / leads collected at event entered into CRM or spreadsheet
- Any damaged items photographed and reported to printer within 48 hours

WITHIN 48 HOURS

- Follow-up emails or calls sent to leads collected at the event

EVENT PLANNING TIMELINE

Work backwards from your event date. Missing these windows is the #1 cause of rushed (and expensive) orders.

4+ WEEKS OUT

- › Confirm booth size and layout
- › Request quotes for all print items
- › Brief your designer or begin artwork
- › Check if any items need reordering from last event

3 WEEKS OUT

- › Artwork approved and submitted to printer
- › Shipping method and address confirmed
- › All items ordered and production confirmed
- › Hotel / travel booked if event requires overnight

2 WEEKS OUT

- › Proof reviewed and approved in writing
- › Setup kit inventoried (zip ties, tape, tools)
- › Tracking numbers received and monitored
- › Event registration and booth number confirmed

1 WEEK OUT

- › All print items received and inspected
- › Booth plan sketched — know where everything goes
- › Any damage reported to printer immediately
- › User briefed on setup plan and schedule

DAY BEFORE

- › Vehicle loaded — don't pack the night of
- › Phone charged, contacts saved, directions set
- › Hardware bags checked — all poles, feet, and parts present
- › Arrive at venue early the next morning

PRODUCTION TIME QUICK REFERENCE

Vinyl Banners (13oz / 18oz / Mesh)	3–5 business days	Retractable Banner Stands	3–5 business days
Custom Canopy Tents	6–9 business days	Promotional Flags	5–7 business days
Table Covers	5–7 business days	Large Booth Displays (Tube / Pop-Up)	7–10 business days



READY TO MAKE YOUR BRAND IMPOSSIBLE TO IGNORE?

Let's Build Something Great Together.

From your first quote to final delivery — design, print, and marketing all under one roof.

▪ Complimentary 1-Hour Design Credit

Mention this checklist and receive a free design hour (a \$55 value) on your first order.

GET IN TOUCH — WE RESPOND FAST

WEBSITE	thetradeshowgallery.org
PHONE / TEXT	562-488-7071
EMAIL	support@thetradeshowgallery.org
INSTAGRAM	@thetradeshowgallery
LOCATION	16458 Bolsa Chica St, Huntington Beach, CA 92649

Mon–Fri 9am–6:30pm | Some Saturdays 1pm–4pm | Always available by email

WHAT WE PRINT & CREATE

- › Custom Vinyl Banners
- › Retractable Banner Stands
- › Mesh Fence Banners
- › Custom Table Covers
- › Custom WordPress Websites
- › Pop-Up Canopy Tents
- › Feather, Wave & Teardrop Flags
- › Trade Show Booth Displays
- › Graphic Design Services
- › Local SEO Services

Award-Winning Design · Expert Large Format Printing · Southern California

© 2026 The Tradeshow Gallery Printing Co. — All rights reserved | thetradeshowgallery.org