

ExhibitHappy

You're not here to plan and execute cookiecutter exhibits.



Your exhibit suppliers can make or break your trade show ROI

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Your supplier should be an extension of your team, not an obstacle course.

Supplier Assessment



Rate Your Event Partners Like Your Career Depends On It

(Because It Kinda Does)

Real talk: Your exhibit suppliers can make or break your trade show ROI. This assessment cuts through the fluff to help you figure out if your current partners are actually moving the needle—or if it's time to level up.

What you'll get: Six key performance areas that separate the pros from the pretenders, plus a scoring system that tells you exactly where you stand.

Time investment: 5 minutes that could save you thousands (and your sanity).

*Ready to see how your suppliers stack up?
Let's dive in.*

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1 - SERVICE

55.3% of companies that spend only 0–2 hours communicating with suppliers report frequent poor-quality responses. Service is the foundation of any solid partnership. Your supplier should be an extension of your team, not an obstacle course.

Ask yourself:

- Do I have a dedicated account manager who actually knows my brand and goals?
- Are my requests handled promptly, or do I feel like I'm chasing them down?
- When things go sideways (because they will), do they own it and fix it fast?

Rate your provider from 1 – 10. (10 being the best)

10 rating scale with circles 1-10

Why did you rate them that way?

Text box for feedback

2 – INNOVATION

The average human attention span is 8 seconds. You're not here to plan and execute cookie-cutter exhibits. Your supplier should be pushing boundaries, not recycling last year's ideas.

Ask yourself:

- Are they bringing me fresh concepts that align with current design trends?
- Do they understand how to create experiences that actually engage my target audience?
- Are they proactively suggesting new tech or interactive elements that make sense for my brand?

Rate your provider from 1 – 10. (10 being the best)

10 rating scale with circles 1-10

Why did you rate them that way?

Text box for feedback

3 – CREATIVITY

45% of attendees visit only one trade show annually, so standing out from other booths is critical. Your brand isn't vanilla, so your exhibit shouldn't be either. Great suppliers adapt your messaging for different audiences while keeping your brand personality intact.

Ask yourself:

- Do they help me tailor my brand expression for different show audiences?
- Are they collaborative during the creative process, or do they just execute orders?
- Do their solutions help me stand out in a sea of boring booths?

Rate your provider from 1 – 10. (10 being the best)

10 empty circles representing a rating scale from 1 to 10.

Why did you rate them that way?

Empty text box for providing reasons for the rating.

4 – SUSTAINABILITY

84% of consumers say sustainability is important in their purchase decisions. Sustainability isn't just good karma—it's good business. Your attendees notice, and so do your C-suite executives.

Ask yourself:

- Do they have a clear sustainability policy and communicate eco-friendly options?
- Are they helping me reduce waste and environmental impact without sacrificing quality?
- Do they hold relevant sustainability certifications or partner with eco-conscious vendors?

Rate your provider from 1 – 10. (10 being the best)

10 empty circles representing a rating scale from 1 to 10.

Why did you rate them that way?

Empty text box for providing reasons for the rating.

5 – PRICING

Budget pressures are the #1 internal challenge facing exhibitors (68%) and rising exhibit costs is the #1 external challenge (66%). No one likes budget surprises (especially your CFO). Transparent pricing and clear communication about potential extras are non-negotiable.

Ask yourself:

- Are their quotes detailed and easy to understand, with no hidden gotchas?
- Do they offer guaranteed pricing, or am I constantly dealing with scope creep?
- When unexpected costs arise, do they communicate immediately with full transparency?

Rate your provider from 1 – 10. (10 being the best)

10 rating scale with 10 empty circles and numbers 1 through 10 below them.

Why did you rate them that way?

Large empty rectangular box for providing reasons for the rating.

6 – ADDED VALUE

Over 40% of marketers cite trade shows as the top channel for lead generation. The best suppliers don't just build booths—they're strategic partners who understand the bigger picture of your marketing goals.

Ask yourself:

- Do they offer insights on industry trends and help optimize my event strategy?
- Are they integrating digital solutions and data capture that actually supports my sales funnel?
- Do they provide pre-show marketing support and post-show follow-up capabilities

Rate your provider from 1 – 10. (10 being the best)

10 rating scale with 10 empty circles and numbers 1 through 10 below them.

Why did you rate them that way?

Large empty rectangular box for providing reasons for the rating.

Great job! You're done with your Supplier Assessment!

Now it's time to get your results.

Total Score – add up the total number of points that you rated your provider. (Ex. if you scored all 10s your total score would be 60)

Average Score – With your total score calculated, divide that number by 6 to get your overall average rating.

So, how'd they do?

8-10: Your supplier is crushing it. Keep them close and maybe send them a nice bottle of something.

6-7: Solid partnership with room for improvement. Time for an honest conversation about expectations.

4-5: You're settling. There are better options out there that won't make you lose sleep before every show.

1-3: Run. Seriously. Your stress levels (and career) will thank you.

Ready to Find a Partner Who Gets It?

Whether your current supplier aced this assessment or face-planted, we'd love to chat about your event strategy. Because great exhibits don't happen by accident—they happen by design.

Let's talk strategy

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