BLINKSWAG

Interactive Swag Booth Planning Checklist

For Event Marketing Teams | Powered by BlinkSwag

Use this checklist to plan, execute, and measure a successful interactive swag activation at your next event.

PRE-EVENT PLANNING

☐ Define event goals: brand awareness, lead generation, or product launch.

☐ Choose the interactive swag activation type (printing station, gamified booth, kit builder).

☐ Forecast expected booth traffic and swag inventory requirements.

☐ Confirm booth dimensions and electrical power needs for equipment.

EQUIPMENT & SETUP

☐ Prepare customization equipment such as heat presses, engravers, or embroidery machines.

☐ Test lead capture tools including QR codes, badge scanners, and registration forms.

☐ Set up booth zones: attraction, engagement, and conversion areas.

☐ Prepare signage explaining how attendees participate in the activation.

EVENT-DAY OPERATIONS

☐ Train booth staff on swag personalization workflow.

☐ Monitor queue length and throughput during peak hours.

☐ Schedule booth reset breaks to restock merchandise.

☐ Capture photos and social media content during activations.

POST-EVENT FOLLOW-UP

☐ Export captured leads and categorize them by engagement level.

☐ Send follow-up emails referencing the swag experience.

☐ Ship any personalized items that were not completed onsite.

☐ Analyze booth performance metrics such as traffic, dwell time, and conversions.
