

# Choosing the Best Exhibit Hall Location



YES	NO	Question
		Have you established your goals? If yes, list them here:
		Do you have a defined budget for the show?
		Have you defined your audience's journey?
		Is it important to have a space that's in a primary line of sight?
		Will you be scheduling pre-set meetings?
		Are you planning a demonstration in your booth?
		Is your primary goal to generate buzz?
		Do you want to be located near your competitors?