

Competitor Walk Checklist

Study conversion, not aesthetics. Bring this to the show floor.

WHAT TO EVALUATE AT EACH BOOTH

Clarity

Can I tell what they do in 3 seconds from the aisle?

Proof

Do they show evidence... or just claims?

Offer

Is there a specific reason to engage right now?

Flow

Where do people stop? Where do they bounce? Where do conversations start?

Stop Power

What pattern interrupt makes people slow down?

COMPETITOR BOOTH LOG

BOOTH 1

Company: _____

Their Headline / CTA: _____

They do better: _____

We do better: _____

BOOTH 2

Company: _____

Their Headline / CTA: _____

They do better: _____

We do better: _____

BOOTH 3

Company: _____

Their Headline / CTA: _____

They do better: _____

We do better: _____

BOOTH 4

Company: _____

Their Headline / CTA: _____

They do better: _____

We do better: _____

BOOTH 5

Company: _____

Their Headline / CTA: _____

They do better: _____

We do better: _____

DO THIS TOMORROW

- Walk 5 competitor booths and write their headline + CTA
- Note one thing they do better and one thing you do better
- Pick one improvement to make to your booth tomorrow

● PURPLE RULE: Don't copy the look. Copy the conversion.