

# 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.**