

Competitor Walk Checklist

Study conversion, not aesthetics. Print this and bring it to the show floor.

THE 3-SECOND TEST

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

☐ Clear category ☐ Clear outcome ☐ Clear who it's for

HEADLINE + CTA CAPTURE

Booth 1: Headline _____ CTA _____

Booth 2: Headline _____ CTA _____

Booth 3: Headline _____ CTA _____

Booth 4: Headline _____ CTA _____

Booth 5: Headline _____ CTA _____

PROOF CHECK

☐ Customer logos ☐ Metrics / results ☐ Demo / visual proof ☐ Case story (even short)

OFFER + CTA STRENGTH

☐ Specific "why now" offer
☐ Low-friction CTA (scan / book / demo / consult)
☐ Clear next step after CTA

FLOW NOTES (watch for 60 seconds)

Stop point (where they slow down): _____

Start point (where convos begin): _____

Exit point (where they bounce): _____

THE TWO-TRUTHS REVIEW

One thing they do better: _____

One thing we do better: _____

ONE IMPROVEMENT FOR TOMORROW

The change we will make: _____

Who owns it: _____

By when: _____

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