

30 DAY Exhibitor Excellence Challenge

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5
Research a new product or service you'd love to showcase	Revisit and refine your elevator pitch	Clean and organize your event supplies	Review your signage—does it reflect your current brand?	Order fresh business cards (if you're low!)
DAY 6	DAY 7	DAY 8	DAY 9	DAY 10
Brainstorm a giveaway prize employees will love	Write out 5 conversation starters for employees	Prep a branded table linen—or order one if needed	Draft a follow-up email template for after events	Check your posture—practice standing tall and confident
DAY 11	DAY 12	DAY 13	DAY 14	DAY 15
Organize a backup event kit (pens, tape, sanitizer, etc.)	Practice your 10-second intro in the mirror	Make a list of FAQs and your go-to responses	Take inventory of samples or handouts	Determine a giveaway or freebie employees will love
DAY 16	DAY 17	DAY 18	DAY 19	DAY 20
Rewatch the Spice of Life promo video for inspiration	Make sure your email signature links to your site or socials	Read a quick article on wellness trends in your industry	Select an uplifting outfit you feel great in	Test your display layout on a table at home
DAY 21	DAY 22	DAY 23	DAY 24	DAY 25
Write an inspiring message to display on your table	Commit to no phones at your next event—be fully present	Create a checklist for day-of setup (load-in through breakdown)	Prep your prize donation with a thoughtful card or tag	Check your travel route and parking options for your next event
DAY 26	DAY 27	DAY 28	DAY 29	DAY 30
Snap a few photos of your display to post on socials	Set a reminder to arrive early to every event	Read a short customer service tip or book excerpt	Review the Spice of Life Exhibitor Success Guide	Celebrate what makes your business unique—and lead with that!