The Ultimate Trade Show Checklist

Make the most of your next event.

Before

Notes

Initial preparation:

- Find a relevant trade show for your industry
- Research the available booth sizes and choose one that suits you most

6 weeks before the event:

- Select and order the products you're planning to display
- Ask your team, family or friends to help you out
- Order branded T-shirts, polos, and lanyards to present a coordinated, professional image.
- Check out other exhibitors and make a list of potential partnerships or competitors to research

1 month before:

- · Let your customers know about the event
- Make appointments with leads
- Design and print marketing materials such as flyers, brochures, and posters
- Create an event-specific product or offer to generate even more interest
- Make sure you have plenty of business cards to give to leads

2 weeks before:

- Think about the layout of your booth how will people move through or around it?
- Consider the best ways to places your signs and posters to attract attendees

3 days before:

• Prepare your staff: Let them know what to wear, when to arrive and what to bring

Notes

- Make sure everyone on your team knows their job and where you need them
- Prepare an easy-to-carry bag with all your essentials. Useful items include:
 - Water bottle
 - Comfortable shoes
 - Snacks
 - Cell phone charger
 - Business cards
 - Scissors
 - Lip balm
 - Pens
 - Wallet
 - Notebook
 - Hand sanitizer

During

- Arrive early and set up your booth with time to spare
- In addition to your marketing materials and products, you might want to bring: coffee, water, breath mints, pens, phone charger, trash bin, tablecloth (to keep boxes out of sight)
- Keep your booth clean, tidy and organized
- Assign tasks to everyone in your team and confirm them
- Post on social media about how much you enjoyed attending
- Organizes breaks so that your booth is staffed at all times
- Collect business cards from new contacts: note how you met and any ideas for a personalized follow-up

After

- Thank you team for their hard work
- Follow up on new leads within two days and send out product samples or offers to interested parties
- If you have their address, follow up with a personalized, event-specific postcard, brochure, or letter
- Make a list of what worked and any changes you'd make if you had to do the same show again