

TRADE SHOW PLANNING CHECKLIST

PRE-SHOW PREPARATIONS

- Set goals & budget
- Design trade show booth
- Order promotional materials
- Create pre-show marketing plan
- Schedule meetings with prospects
- Arrange for shipping & drayage

BOOTH ESSENTIALS

- Trade show booth (displays, table covers, etc.)
- Signage (banners, posters, etc.)
- Marketing materials (brochures, flyers, etc.)
- Business cards or digital lead capture forms
- Product samples (if applicable)
- Promo giveaways (pens, keychains, etc.)

DAY OF SHOW

- Arrive early for booth setup
- Brief & train booth staff
- Engage with attendees
- Collect contact information
- Post updates on social media

POST-SHOW FOLLOW-UP

- Debrief with your team
- Send follow-up emails to leads
- Evaluate ROI and booth performance
- Plan improvements for the next event

