

# Trade Show Checklist

By Campbell Rodriguez

- ☐ 3-6 months before the Trade Show
  - ☐ Review your exhibiting plan and objectives.
  - ☐ Schedule a vendor presentation.
  - ☐ Decide on your main message.
  - ☐ Pick your booth.
  - ☐ Design your banner and handouts.
  - ☐ Plan on at least 3 people.
  - ☐ Finish all the travel arrangements.
  - ☐ Decide how your booth will be different.
  - ☐ Buy shirts and other swag.
  - ☐ Pay early to avoid rush charges.
- ☐ 1 month before the Trade Show
  - ☐ Reach out to attendees before the show.
  - ☐ Promote the show.
  - ☐ Design your exhibit to boldly and clearly communicate who you are.
  - ☐ Select motivated, friendly, knowledgeable booth staffers.
- ☐ Days Before the Trade Show
  - ☐ Bring your event staff together for a final meeting before you depart.
  - ☐ Brief booth staff on proper etiquette, dress, and how to best make an at-show sale.
  - ☐ Call your event sponsor and/or the contact person at the event site to confirm all of your materials and booth have arrived.
  - ☐ Double check the location where you will pick up your items.
  - ☐ Call airport, train station, rental car company and hotel to confirm arrangements.
  - ☐ Go over your show objectives so you have them memorized.
  - ☐ Re-examine your post-show marketing strategy.
  - ☐ Change your voice mail and email message to let people know you are out of town.
  - ☐ Bring with you business cards.
  - ☐ Check your e-mail and voice mail for any last-minute problems.

- ☐ Make a to-do list for things that must be done your first day back.
- ☐ At the Trade Show
  - ☐ Ask questions instead of pitching.
  - ☐ Stand, don't sit.
  - ☐ Get into the aisle.
  - ☐ Make notes on business cards.
  - ☐ Walk the floor and talk to everyone.
  - ☐ Take names instead of pushing brochures.
  - ☐ Quality not quantity.