

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.