# Trade Show Checklist - Essential Toolkit

This checklist will help you ensure you have everything you need for a successful tradeshow experience. Plan early for success, get the most ROI (return-on-investment), consult with your trade-show planning and design specialist early.

## **PRE-SHOW**

# **Planning:**

Book Your Booth (6-12 months before the event)

Determine your trade-show budget (6-12 months before the event)

Decide which staff members will attend

Be mindful to plan for your travel means to and from the event for yourself and staff

Book Traveling and Lodging Accommodations for yourself and staff (if the event is an extended distance from your home)

Determine your trade-show booth style and marketing needs (consult with a trade-show planning and design specialist, like GRAPHtography - 3-6 months before the event)

Hire your designer to design the booth display, signage, custom tablecloths, banner, apparel and signs, brochures or flyers, and order extra business cards

Order all the materials you had designed (No later than 8 weeks before the event - this way if any issues arise, you have time to correct them)

Start marketing the show on social media, and run contests (3-6 months before the event)

Decide if you need to hire someone local to assist with booth set up

## **Essentials:**

Booth staff identification badges and contact information (and emergency contact information), or name tag labels

Lead capture system (electronic or physical)

Marketing Materials (brochures, flyers, etc.)

Presentation Materials (tablets, laptops, projectors, etc.)

Promotional Items (giveaways, swag)

Cash for small purchases or incidentals, or tips for concierge!

# **Booth Set-up:**

Shipping materials (boxes, tape, labels), hand truck/carts

Tool Kit (hammer, screwdriver, pliers, wrench, scissors, knife, screws, nails, glue, zip ties, tape, hooks, etc.) for minor booth adjustments

Extension cords and power strips (check allowed wattage), Mobile Devices, Hotspot (for internet connectivity), Portable Phone Chargers

#### DAY OF THE SHOW

## **Preparation:**

Pre-recorded presentations or demos (if applicable)

Training time and materials for booth staff (Talking points and sales pitches for booth staff)

Competitor research and talking points

Shipping arrangements for booth materials (to and from show)

Confirm travel and accommodations for yourself and booth staff

Go through your checklist again, and again

## **Booth Essentials:**

Trade-Show Display

Signage (company logo, banners), marketing collateral, promotional products: branded giveaways, gift bags, samples, etc. (Consult with your designer for proper items)

Tablecloths and display shelves

If you are selling products at the show, make sure you have your inventory and POS systems

First-aid kit and any medications for booth staff

Mini sewing kit, safety pins, detergent pen, body wipes, deodorant, sunscreen (if show is outdoors)

Bottled water and snacks for yourself and booth staff (maybe a small cooler), don't forget the mints, gum, a small toothbrush kit and floss/picks

Trash bags, cleaning supplies, wipes, zip lock bags, shopping bags

Office Supplies: stapler, staples, tape, scissors, notepads, sticky notes, pens, pencils, markers, paper clips, clip boards

### **Presentation:**

Branded Clothing appropriate for the environment and comfortable shoes!

Positive and enthusiastic attitude (do a light cardio the morning of, or meditation session to calm your nerves)

Product knowledge and clear communication skills

Marketing Collateral: business cards, flyers, brochures, signs, QR Code signs,

Promotional Products: Branded giveaways, branded reusable shopping bags, gift bags, samples (consult with your designer for proper items)

Electronic Demonstrations and lead capture systems

Inventory set up and POS connections tested and ready to go

#### AFTER THE SHOW

## **Lead Follow-up:**

Business cards collected and scanned into your lead capture system

Notes from conversations with potential leads

Thank-you emails to everyone who visited your booth

#### **Evaluation:**

Notes on what worked well at the booth

Ideas for improvement for future tradeshows

Asses your ROI, what could you have done better, what could you have done without, what are the absolute must haves for the next event

Start planning for your next event

#### **ADDITIONAL TIPS**

Pack a portable phone charger for your devices.

Dress professionally and in accordance with the tradeshow's guidelines.

Research the show layout and identify restrooms, concession areas and exits

Set goals for the tradeshow (number of leads, sales generated, etc.)

Follow up with leads promptly after the show.

By following this checklist and being prepared, you can ensure a successful and productive tradeshow experience. Remember, be sure to check with the specific tradeshow you're attending for any additional guidelines or restrictions and ask them about internet connectivity should you need to rely on service throughout the show.

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Need a trade-show planner and design specialist? Call GRAPHtography today! Thanks for checking this out! I hope it helps you plan uour next event, if missed something or can make this list better - drop me a line Info@GRAPHtography.com

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