

# 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

