Trade Show Planning Checklist



STAGE 1:	12 MONTHS BEFORE
	Research and Select Trade Shows
	Budget Planning
	Book Your Booth
STAGE 2:	9 MONTHS BEFORE
	Design Booth
	Travel Arrangements
	Start Marketing Plan
	Vendor Contracts
STAGE 3:	6 MONTHS BEFORE
	Order Promotional Materials
	Training Staff
	Technology Requirements
	Interactive Elements:
STAGE 4:	3 MONTHS BEFORE
	Finalize Booth Design
	Schedule Meetings
	Logistics Planning
	Contingency Planning
STAGE 5:	1 MONTH BEFORE
	Confirm Details
	Pre-Trade Show Marketing

Trade Show Planning Checklist



	Prepare Documentation
	Booth Staff Schedule
STAGE 6:	2 WEEKS BEFORE
	Final Briefing
	Pack Essentials
	Review Goals and Objectives
STAGE 7:	1 WEEK BEFORE
	Ship Materials
	Check-in With Contacts
STAGE 8:	DAY BEFORE
	Set Up Booth
	Final Walk-through
	Rehearse Presentations and Pitches
STAGE 9:	DAY OF THE SHOW
	Engage Attendees
	Social Media Updates
STAGE 10:	POST-SHOW
	Follow Up on Leads
	Evaluate Performance
	Team Debrief