TRADE SHOW CHECKLIST

Attending a trade show soon? Wondering what you are forgetting? Our trade show checklist includes considerations for both your display and personal items to help assure you have everything you need to succeed! (Check off or initial items below)

Your Display

___ The main display(s) or backdrop(s) have been packed into their cases and are ready to be sent to the show. Before packing, they were set up to assure all components are accounted for and working properly.

___ Lighting has been tested to assure working order, proper fit when mounted to display, and passes any light wattage or specification restrictions for the show

___ Flooring has been accounted for and ready to send to show. For easier setup, flooring tiles can be numbered on bottom in order of assembly.

___ Any table or workspace with or without a graphic representation has been accounted for. All parts have been inspected (podium graphic wrap, table cover, etc.)

___ Any accessories for distributing literature or handouts have been accounted for

___ Handouts, giveaways, flyers, etc. have all been accounted for

___ Every booth attendee has business cards

___ Instructions to set up the display are inside the case or somewhere easy to find for the staff members who will be setting up

___ There is a planned way to collect information and all of the required materials are ready to send to the show (i.e. - notepad, lead tracking software, index cards, pens, papers, etc.)

Important Personal Items for Trade Show

___ Business cards

___ Proper Trade Show attire

___ Map of Trade Show Floor and Booths

___ Nice and comfortable shoes

___ Bottle of water

___ Pen

___ Planned Questions - You should have questions memorized that will help direct your sales pitch or get to know your potential client's needs

___ Something for personal notes - paper pad or index cards

___ Company brochure or flyer

___ Camera or phone for taking pictures throughout the day - customers, nearby booths,etc. - can be helpful to recall things later in the day

___ Name tag or lanyard with your admission details for the show