



# TRADESHOW CHECKLIST

This presentation includes all of the little (and not so little) tasks you'll need to complete before, during, and after your tradeshow.

Show it to your team and pass out copies of the **printable checklist** on the final page.

# THE WARM-UP

Here's what you need to do as soon as you book a tradeshow.

- Find out if there are speaking opportunities. Even sitting on a panel can boost your visibility and make networking easier.
- Ask about and arrange for sponsorships at the show to increase visibility. Is it within your budget to furnish signs, lanyards, refreshment stations, or other branded materials?
- Reserve booth space and order badges.
- Contact the Event Coordinator and save his or her contact information for future reference.

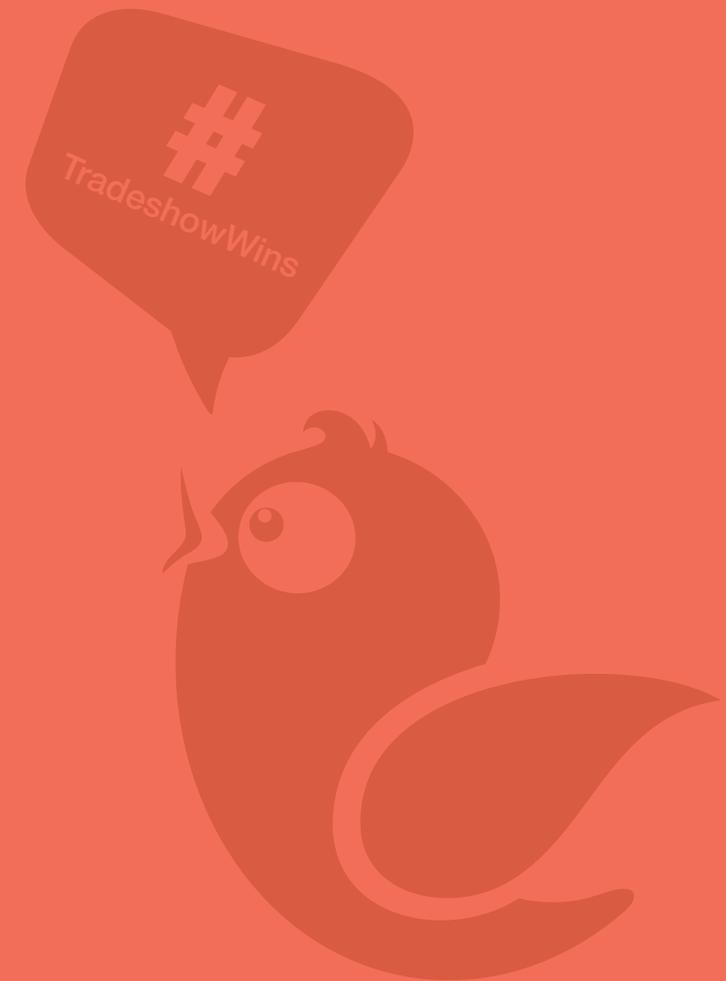


PHASE 2 - 8 WEEKS BEFORE THE SHOW

# GETTING BUSY

The more you plan in advance, the better your return on investment. Start checking through these list items **at least 8 weeks before the show**. Delegate as necessary.

- Fill out the **Goals & Budget Worksheet** with your colleagues.
- Review exhibitor requirements and plan out your booth exhibit.
  - Layout
  - Signage
  - Lighting
  - Displays
- Plan your tradeshow promotion. Rally the troops and come up with a creative, cohesive strategy to get people excited about coming to your booth.
  - Design a direct-mail promotion.
  - Create brochures and product demos for your booth.
  - Plan a social media campaign with a memorable hashtag. Enlist one colleague to take the lead on social networks.
  - Order promotional products. **Shop Now**



PHASE 2 - 8 WEEKS BEFORE THE SHOW

# GETTING BUSY

- Stock up on collateral like business cards and product samples.
- Coordinate exhibit transport, setup, and tear-down.
- Reserve transportation and lodging. If possible, arrange to arrive at the location a day or two in advance so you don't feel rushed.
- Run an ad for the tradeshow on your website and consider posting a blog alerting contacts of your plans to attend.
- Decide what to wear and order logoed shirts or hats if necessary. Self-presentation is important! **Shop Now**



PHASE 3 - 3-4 WEEKS BEFORE THE SHOW

# PRESHOW PREP

**It's time to generate a buzz! Start 3-4 weeks before the show.**

- Begin posting on social media and blog with sneak peeks about what will be featured at your booth. Use your hashtag.
- Refine your pitches and demos. Practice with colleagues.
- Review your strategy for measuring progress in-show and keeping track of leads. Your methods will depend on the goals you've set.
- Send out finished direct mailers to your contact list.
- If you have press contacts, draft a press release about your appearance at the show and the products you'll feature.
- Prepare follow-up materials (ecomms, mailers, etc.) to send to your new contacts. Don't wait on this; you'll want to get these out as soon as the tradeshow is over.



# THE CALM BEFORE THE STORM

You're at the venue, and it's crunch time! With all of your advanced planning, this part should run on autopilot.

- Set up your booth.
- Ramp up social media outreach.
- If you are using the press, prepare and send out your press release.
- Try to get some rest and enjoy a little downtime.



PHASE 5 - IMMEDIATELY AFTER THE SHOW

# POST-SHOW PICKUP

The tradeshow was a whirlwind. You and your colleagues have been “on” for so long that you’re all exhausted. Don’t rest on your laurels, though.

- Tear down your booth according to plan.
- Collect invoices and receipts to calculate expenses. Were you able to stick to your budget?
- Complete the Post-Show Evaluation in **the Goals & Budget Worksheet**. Did you meet your goals? Where did you excel and where do you see room for improvement?
- Reach out to new contacts and customers via e-mail or social media. If it’s appropriate, add them to your social networks.
- Fulfill new orders and respond to inquiries.
- Update your contact list and send prepared post-show materials.



# TRADESHOW CHECKLIST

## PHASE 1 - After booking the tradeshow

- Contact Event Coordinator.
- Reserve booth space and order badges.
- Ask about speaking opportunities. (optional)
- Arrange for sponsorships. (optional)

## PHASE 2 - 8 weeks before the show

- Fill out *Goals & Budget Worksheet*.
- Plan booth exhibit.  
(Layout, Signage, Lighting and Displays)
- Plan tradeshow promotion.  
(Direct Mail, Social Media, Promotional Products and etc.)
- Purchase business cards and collateral.
- Coordinate exhibit transport, setup, and tear-down.
- Reserve transportation and lodging.
- Add tradeshow info to website.
- Order tradeshow uniforms.

## PHASE 3 - 3-4 weeks before the show

- Begin posting on social media and blog.
- Practice pitches and demos.
- Send direct mailers to contact list.
- Prepare follow-up materials.
- Draft a press release about your appearance. (optional)

## PHASE 4 - 1-2 days before the show

- Set up booth.
- Ramp up social media.
- Send press release. (optional)

## PHASE 5 - Immediately after the show

- Tear down booth.
- Collect invoices and receipts.
- Complete the post-show evaluation.
- Reach out to new contacts.
- Fulfill orders and respond to inquiries.
- Update contact list.
- Send follow-up materials.