

101 Trade Show Checklist



A checklist is a handy tool to help you make sure you haven't forgotten anything. Use the list below in your preparations to eliminate that awful feeling that you're forgetting something (because you probably have).

Documents

A trade show binder should include the important documents.

- Trade Show Contract
- Floor Plan
- Contest Rules
- Budget Information
- Utility Maps / Sketches
- Cell Phone Numbers
- Important Contact Information
- Petty Cash

Signs

You only get a split second to make a positive impression on your target audience...make it count! When designing your booth consider the space available and the decor you plan to incorporate.

- Banners
- Posters
- Foamboard
- Custom Graphics
- Company Logos

Printed Material / Promotional Items

In addition to your signs, you should also have printed and promotional items available in your booth.

- Business Cards
- Brochures
- Postcards
- Spec Sheets
- Press Kits
- Envelopes
- Name Tags and Lanyards
- Company Branded Bags
- Gift Certificates
- Coupons
- T-shirts
- Stickers
- Buttons
- Candy Dish and Candies
- VIP Giveaways
- Contest Ballot Box
- Contest Ballots
- Contest Pencils

Office Supplies

You can never be too prepared. Trade show venues are often located on the outskirts of a city and far from convenient shopping. Don't waste your valuable time running out for something you forgot.

- Adhesive Tape (Clear)
- Batteries
- Business Card Holders
- Brochure Stands
- Sales Lead Planner
- Highlighters
- Markers
- Company Branded Pens
- Company Branded Notepads
- Scissors
- Zip-lock Baggies - *store sample food for later*
- Stapler with Staples
- Shower Hooks to Hang Signs
- Table Cloth
- Company Branded Table Skirting

Cleaning Supplies

You don't know what state you will find your booth in when you arrive after the previous day's activities. Make sure you have everything you need to make it clean and presentable.

- Vacuum
- Carpet Cleaner
- Glass Cleaner
- "Goo-Gone" Cleaner
- Disposable Wipes
- Garbage Pail - *can cost \$25 to rent at a trade show!*
- Garbage Bags

A Tool Kit for Setup / Repairs

Be prepared so that your set-up runs smoothly and efficiently. There's nothing worse than being stuck without the tools you require to make your booth look good.

- Safety Footwear
- Double-sided Adhesive Tape
- Spray Adhesive
- Glue
- Carpet Tape
- Velcro
- Bungee Cords
- Twist Ties / Zip Ties
- Ruler / Tape Measure
- Cordless Drill
- Screw Bit Set
- Hand-held Screwdrivers
- Screws, Nuts, Bolts
- Plastic Shrink Wrap
- Hammer
- Nails
- Exacto-Knife
- Putty Knives / Scrappers
- Electrical Tester for 120V - *electrocution hurts*
- Moving Dolly

Convenience Items

Standing in your booth talking to attendees for long periods of time can be challenging but don't be in a position where you have to leave in the middle of the show and possibly miss out on a great lead.

- Comfortable Shoes
- Antiseptic Hand Cleaner
- First Aid Kit (Bandages & Acetaminophen)
- Antacid Medicine - *for the inevitable hangover*
- Facial Tissues
- Lip Balm
- Breath Mints
- Spare Deodorant
- Mirror
- Healthy Snacks (Water, Health Bars, Nuts)
- Stain Remover
- Sewing Kit

Electronics

Make sure you have all the equipment necessary to make your best presentation. There's nothing worse than having your battery die when you need it most.

- Lights
- Camera / Video Camera
- Presentation Laptop with Power Supply
- Tablet Display Unit(s)
- Computer Monitor(s) / TV(s)
- Internet Hub / Stick
- USB Memory Stick
- Outdoor Power Generator
- Extension Cords
- Power Bars
- Cell Phone Chargers
- Mini-Refrigerator

Furniture

Make your booth stand out from the crowd with matching furniture and decor items. It also adds comfort to the attendees visiting your booth.

- Company Branded Carpet
- Company Branded Chairs
- Tables
- Display Shelves

The professionals at Westmount Signs & Printing can guide you through the selection process to choose the most effective items to enhance your trade show booth. Contact us today to get a quote on your sign and printing needs.

WE LOOK GOOD, WHEN YOU LOOK GOOD



Westmount Signs & Printing

347 Weber Street North • Waterloo, Ontario

ph. 519-885-1400 • fax 519-885-8897

www.westmountsigns.com