e4 DESIGN
exhibits events environments education

Tradeshow Planning Checklist

Stay Organized with this Detailed To-Do List

Show Information

Name: _____ Show Date: _____

Booth Number: _____

Building Name: _____

Street Address: _____

City/State/Zip: _____

Installation Date: _____ Removal Date: _____

Show Manager: _____

Phone Number: _____

Booth Information

Booth Size: _____

Obstructions: _____

Limitations: _____

Booth Planning

Complete	Date Completed	Task
		Contract signed and deposit paid for booth space
		Contact exhibit house for floor plans and list of equipment needed
		Submit electrical order to show contractor
		Order lighting
		Order carpet
		Order rental furniture
		Order wireless internet connection
		Order wastebaskets and booth cleaning services
		Order water cooler, refrigerators, coffee makers, or any specialized device
		Order any special handling from show services
		Get permission for any booth variances
		Place flower or plant order
		Order AV equipment

Booth Graphics

Complete	Date Completed	Task
		Graphic Panels
		Fabric Graphics
		Backlit Transparencies
		Banners
		Repairs to Booth Property
		Desktop signage

Marketing Materials

Complete	Date Completed	Task
		New product brochures
		White papers
		Data sheets
		Catalogs and price lists
		Ads
		Business cards
		Press releases

Public Relations

Complete	Date Completed	Task
		Order promotional items for clients that you have meetings scheduled with
		Product samples
		At-show broadcasts scheduled with company executives
		Get CEO or company executive a role during conference

Show Logistics

Complete	Date Completed	Task
		Staff housing order
		Airline reservations
		Rental car reservations
		Order name badges
		Shipping materials contracted
		Order booth giveaways
		Photographer hired
		Booth uniforms ordered
		Booth "talent" scheduled

Complete	Date Completed	Task
		Schedule pre-show staff training meeting
		Create show binder for all company attendees

Advertising and Promotional Activities

Complete	Date Completed	Task
		Run ad in show program
		Run website ads
		Investigate sponsorship opportunities at convention center
		Send pre-show mailer to attendee list