

TRADE SHOW PLANNING CHECKLIST

Tradeshow _____
Tradeshow Dates _____
Exhibitor Move-In _____
Exhibitor Move-Out _____
Early Bird Order Deadline _____



Branding Iron

Pre-Show Planning

- 1. Develop a preshow mailer, e-blast or press release to enhance booth traffic
- 2. Review sponsorship and advertising opportunities available through the show
- 3. Book hotel, airfare, transportation & badges for booth staff
Booth staff will be staying at this hotel: _____
- 4. Order Hanging Sign Labor
- 5. Order Carpet & Furniture
- 6. Order Electrical & A/V
- 7. Order Freight and/or Vehicle move-in services
- 8. Make plans for an EAC (if applicable, ex. Skyline)
- 9. Order Floral
- 10. Determine show promotions: Giveaways, press conferences, social media hashtags and posts, etc.
- 11. Confirm scheduled Move-in / Move-out times

Post Show Planning

- 12. Gather all invoices for reconciliation and approvals
- 13. Send a post-show mailer or execute alternative plan to follow up with leads
- 14. Take notes from booth staff and attendees to determine needs and improvements for next year's show



