

Tacit Solutions LLC Exhibitor Trade Show Checklist

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|-------------------------------|--|
| Months Before the Show | <input type="checkbox"/> Determine booth staff protocol when talking to attendees at the show <input type="checkbox"/> Determine show objectives, expectations, ROI per lead criteria to use <input type="checkbox"/> Determine the pre-show advertising plan and who is the driver <input type="checkbox"/> Determine which trade shows are key to your business this year <input type="checkbox"/> Have a "Class Act" exhibit display to attract and keep attendees captive <input type="checkbox"/> Make sure booth staff know the behavior "do's" and "don'ts" <input type="checkbox"/> Plan for "competitive intelligence gathers" and how to spot them <input type="checkbox"/> Set a specific budget amount for each show that you exhibit and track it |
| Days Before the Show | <input type="checkbox"/> Cell phone number of all staff and key home office personnel <input type="checkbox"/> Display booth complete, packed and ready to go <input type="checkbox"/> Exhibit duty roster by day and hour <input type="checkbox"/> Give away items (coffee mugs, T-shirts, caps, etc) ready to ship out <input type="checkbox"/> Sales literature printed, proofed and approved prior to shipment to show <input type="checkbox"/> Specific show information kit folder, agreements signed (and take to the show) |
| During the Show | <input type="checkbox"/> Breath mints (no gum) and hand cleaner <input type="checkbox"/> Business card holders (2-4) <input type="checkbox"/> Business cards for each person working the booth <input type="checkbox"/> Display booth repair kit (extra bulbs, clips, etc) <input type="checkbox"/> Envelopes (various sizes) <input type="checkbox"/> Exhibit cleaning supplies (paper towels, glass cleaner, etc) <input type="checkbox"/> Extension cords (12' and 25') and power strips <input type="checkbox"/> Laptop for badge scanner software/hardware (USB cables, etc.) <input type="checkbox"/> Lint brush for exhibit staff clothes <input type="checkbox"/> Paper clips, fasteners, pin tacks <input type="checkbox"/> Pens, pads, etc. for attendee notes <input type="checkbox"/> Scissors or a box cutter <input type="checkbox"/> Stapler and staple remover <input type="checkbox"/> Tape (small and large size) <input type="checkbox"/> Tool box (screwdriver, flashlight, booth set-up tools, etc.) |
| After the Show | <input type="checkbox"/> Meet with Show Exhibitor Staff to reserve best booth space for next year <input type="checkbox"/> Lead follow-up contact plan and promised information packs for visitors <input type="checkbox"/> Management report on trade show results including ROI calculations <input type="checkbox"/> Pre-addressed return ship labels to ship exhibit containers back home |
| Additional Notes: | |

Tacit Solutions LLC Client Trade Show Budget Plan

| Show Budget | | | |
|-----------------------------|------------------------------|-----------------------------|------------|
| Project | | Project # | |
| | | | |
| Budget Status | | | |
| Approved Budget | Planned Expenditures to Date | Actual Expenditures to Date | Variance |
| \$0.00 | \$0.00 | \$0.00 | \$0.00 |
| | Planned Remaining Budget | Actual Remaining Budget | Variance |
| | \$0.00 | \$0.00 | \$0.00 |
| Additional \$ needed | | | |
| | | | |
| Budget Details | | | |
| Internal Expenses | | | |
| Salaries | Hourly Rate | # Hours | Total Cost |
| Type of resource | | | \$.00 |
| Type of resource | | | \$0.00 |
| Other Internal Expenses | | | Total Cost |
| Type of expense | | | \$0.00 |
| Type of expense | | | \$0.00 |
| Type of expense | | | \$0.00 |
| Total Internal Expenses | | | |
| External Expenses | | | |
| Consulting Costs | | | Total Cost |
| Type of consulting | | | \$0.00 |
| Capital Expenditures | | | Total Cost |
| Type of expense | | | \$0.00 |
| Total External Expenses | | | |
| Total Budget | | | |

Tacit Solutions provides expertise to help you maximize your trade show Return On Investment (ROI) and we can support your company in a variety of ways:

- Assist in selecting the best show to exhibit your products and services
- Provide extensive pre-show preparation and training for booth staff
- Cost-effective booth design and display optimization services
- Provide on-site support during the show event if needed
- Provide a full service lead follow-up system and contact database file
- Effective tools to assist in analytical ROI analysis for management