**TRADE SHOW PLANNING CHECKLIST**

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| **6 Months Before the Trade Show:** |  | **1-2 Weeks Before the Trade Show:** |
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| * Define Objectives  (your goals for the trade show) | * Logistics |
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| * A red and yellow square with black background    Description automatically generatedBudget Planning | * A red and yellow square with black background    Description automatically generatedMarketing Materials |
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| * Booth Design | * Lead Capture |
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| **4 Months Before the Trade Show:** | **During the Trade Show:** |
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| * Booth Logistics | * Booth Presentation |
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| * Promotional Materials | * A red and yellow square with black background    Description automatically generatedNetworking |
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| * A red and yellow square with black background    Description automatically generatedStaffing | **After the Trade Show:** |
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| **2 Months Before the Trade Show:** | * Follow-Up |
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| * Marketing Strategy | * A red and yellow square with black background    Description automatically generatedEvaluate Performance |
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| * A red and yellow square with black background    Description automatically generatedTravel and Accommodation | * Budget Analysis |
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| * Pre-Show Promotion | **Post-Trade Show Wrap-Up:** |
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| **1 Month Before the Trade Show:** | * Report and Documentation |
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| * Booth Setup | * A red and yellow square with black background    Description automatically generatedFeedback |
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| * A red and yellow square with black background    Description automatically generatedTraining | * Storage and Inventory |