**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
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