**Trade Show Planning Checklist**

**4 – 6 months prior to show:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Strategic Planning |  | Staffing and Training |
|  | Budgeting and Finance |  | Pre-Show Engagement |
|  | Trade Show Selection |  | Sponsorship and Partnerships |
|  | Booth Design and Materials |  | Travel and Accommodation |
|  | Marketing and Promotion |  | Legal and Contractual |

**2 – 4 months prior to show:**

**1 month prior to show:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Logistics and Operations |  | Final Booth Preparations |
|  | Lead Management |  | On-Site Logistics |
|  | Documentation and Reporting |  | Marketing Material Inventory |
|  | Networking and Partnerships |  | Technical Support |
|  | Technology and Equipment |  | Security and Safety |
|  | Health and Safety |  | Staff Briefing |

**At Show Sight:**

**During the show:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Booth Setup and Configuration |  | Competitor Analysis |
|  | Technical Support |  | Interactive Elements |
|  | Security and Safety |  | Customer Relationship Management |
|  | Attendee Engagement Activities |  | On-Site Marketing and Promotions |
|  | Real-Time Feedback Collection |  | Social Media Engagement |

**After the Show:**

|  |  |  |  |
| --- | --- | --- | --- |
|  | Post-Show Analysis |  | Follow-Up Marketing |
|  | Financial Review |  | Return on Investment (ROI) Analysis |
|  | Reporting and Documentation |  | Lessons Learned & Future Planning |