**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 |