**Trade Show Planning Checklist**

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| **Show Details and Location**   |  |  | | --- | --- | |  | Trade Show Dates and Hours | |  | Venue Address and Directions | |  | Exhibition Hall Regulations | |  | Utilities and Services | |  | Furniture Estimation | |  | Parking ,Loading/Unloading Info | |  | Security & Emergency Contacts | |  | Booking Accommodation | |  | **Booth Space**   |  |  | | --- | --- | |  | Booth Size and Location | |  | Order all necessary items | |  | Booth Layout and Design | |  | Booth Signage and Branding | |  | Furniture and Decor | |  | Booth Security | |  | Traffic Flow | |  | Accessibility and Compliance | |
| **Booth Display**   |  |  | | --- | --- | |  | Product Displays | |  | Interactive Elements | |  | Visual Branding | |  | Lighting | |  | Audio-Visual Equipment | |  | Booth Flow | |  | Engagement Stations | |  | Feedback Collection | | **Promotional Material**   |  |  | | --- | --- | |  | Printed Collateral | |  | Branded Giveaways | |  | Digital Materials | |  | Lead Generation Tools | |  | Samples and Demonstrations | |  | Promotional Signage | |  | Content Distribution | |  | Storage & Inventory Management | |
| **Show Logistics**   |  |  | | --- | --- | |  | Shipping and Transportation | |  | Staffing and Scheduling | |  | Booth Setup and Dismantling | |  | Utilities and Services | |  | On-Site Support | |  | Security and Safety Measures | |  | Emergency Response Plan | |  | Contingency Planning | | **Wrap-up!**   |  |  | | --- | --- | |  | Lead Follow-Up | |  | Booth Materials | |  | Post-Show Evaluation | |  | Financial Review | |  | Reporting and Documentation | |  | Inventory Management | |  | Lessons Learned | |  | Budget Analysis | |