**Trade Show Planning Checklist**

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Show Details and Location**

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| --- |
|[ ]  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**

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| --- |
|[ ]  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 |

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| **Booth Display**

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| --- |
|[ ]  Product Displays |
|[ ]  Interactive Elements |
|[ ]  Visual Branding |
|[ ]  Lighting |
|[ ]  Audio-Visual Equipment |
|[ ]  Booth Flow |
|[ ]  Engagement Stations |
|[ ]  Feedback Collection |

 | **Promotional Material**

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| --- |
|[ ]  Printed Collateral |
|[ ]  Branded Giveaways |
|[ ]  Digital Materials |
|[ ]  Lead Generation Tools |
|[ ]  Samples and Demonstrations |
|[ ]  Promotional Signage |
|[ ]  Content Distribution |
|[ ]  Storage & Inventory Management |

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| **Show Logistics**

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| --- |
|[ ]  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 |

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