**TRADE SHOW PLANNING CHECKLIST**

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| **Event name:** |  | **Event Date:** |  |

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| **6 months before show:** | |
|  | Team meeting to discuss |
|  | Making strategies for the show |
|  | Estimation and date selection |
|  | Identifying objectives |
| **4 months before show:** | |
|  | Identify booth space essentials |
|  | Pre-show, At-show, post-show marketing plan |
|  | Request, register & reserve booth space |
|  | Enlist the materials required for booth display |
|  | Refine goals and set measurable metrics of success |
|  | Team meeting to finalize some things |
| **2 months before show:** | |
|  | Schedule staff, events, and training sessions |
|  | Launch pre-show marketing strategies |
|  | Shipping/transporting logistics & travel arrangements |
|  | Confirm food & beverages |
|  | Be sure to get printed documents (in case of any need) |
| **Week before show:** | |
|  | Script 30- seconds sales message |
|  | Giveaway & promotional strategies for attraction |
|  | Have a team meeting to review all the details |