**Trade Show Planning Checklist**

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| --- | --- | --- |
|  | **Details And Time Frame** | **Due Date** |
|  | **4 months prior** |  |
|  | Contract your space at “early bird” rates | [DD/MM/YYYY] |
|  | Outline your overall budget for participation | [DD/MM/YYYY] |
|  | Connect with an exhibit solutions partner | [DD/MM/YYYY] |
|  | Develop your marketing plan | [DD/MM/YYYY] |
|  | | |
|  | **3 months prior** |  |
|  | Carpet and flooring | [DD/MM/YYYY] |
|  | Finalize your exhibit purchase, booth design and graphics | [DD/MM/YYYY] |
|  | Furnishings and exhibit accessories | [DD/MM/YYYY] |
|  | Begin pre-show marketing | [DD/MM/YYYY] |
|  | Special show events and programs | [DD/MM/YYYY] |
|  | | |
|  | **2 months prior** |  |
|  | **BOOTH LOGISTICS** |  |
|  | Shipping | [DD/MM/YYYY] |
|  | Exhibit installation & dismantle | [DD/MM/YYYY] |
|  | Electrical services | [DD/MM/YYYY] |
|  | Rigging services | [DD/MM/YYYY] |
|  | Requests for variance | [DD/MM/YYYY] |
|  | **MARKETING** |  |
|  | Lead retrieval machines | [DD/MM/YYYY] |
|  | Giveaways | [DD/MM/YYYY] |
|  | Pre-show marketing | [DD/MM/YYYY] |
|  | Advertising in show book/directory | [DD/MM/YYYY] |
|  | **STAFF** |  |
|  | Booth attire | [DD/MM/YYYY] |
|  | Hotel and flight reservations | [DD/MM/YYYY] |
|  | Staff transportation, events, and entertainment | [DD/MM/YYYY] |
|  | | |
|  | **1 month prior** |  |
|  | **BOOTH ACCENTS** |  |
|  | Wi-Fi and internet | [DD/MM/YYYY] |
|  | A/V equipment | [DD/MM/YYYY] |
|  | **MARKETING** |  |
|  | In-booth materials | [DD/MM/YYYY] |
|  | Pre-show marketing | [DD/MM/YYYY] |
|  | **SERVICES** |  |
|  | Drayage (material handling) | [DD/MM/YYYY] |
|  | Storage | [DD/MM/YYYY] |
|  | Security | [DD/MM/YYYY] |
|  | Booth cleaning | [DD/MM/YYYY] |
|  | | |
|  | **Post Show** |  |
|  | Follow-up with collected leads | [DD/MM/YYYY] |
|  | Survey your staff | [DD/MM/YYYY] |
|  | Begin post-show marketing | [DD/MM/YYYY] |
|  | Measure the results | [DD/MM/YYYY] |
|  | Take inventory of your returned exhibit | [DD/MM/YYYY] |