

The Ultimate Trade Show Checklist

Make the most of your next event.



BEFORE (cont'd)

2 weeks before:

- Think about the layout of your booth — how will people move through or around it?
- Consider the best way to place your signs and posters to attract customers

3 days before:

- Prepare your staff: let them know what to wear, when to arrive and what to bring
- Make sure everyone in your team knows their job (try to avoid people standing around using their phones!)
- Prepare an easy-to-carry bag with all your essentials. Useful items include:

- Water bottle
- Comfortable shoes
- Custom clothing that represents your business
- Snacks
- Mobile phone charger
- Business cards
- Scissors (not pictured)
- Lip balm
- Pens
- Wallet
- Notebook
- Hand sanitiser
- Barrette or hair tie

Notes



