

# 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 and where you need them
- Prepare an easy-to-carry bag with all your essentials. Useful items include:

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

## Notes

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# DURING

- Arrive early and set up your booth with time to spare
- In addition to your marketing materials and products, you might want to bring: Coffee, water, breath mints, pens, phone charger, trash bin, tablecloth (to keep boxes out of sight)
- Get familiar with the floor layout – go for a stroll to determine natural walking routes
- Keep your booth clean, tidy and organised
- Assign tasks to everyone in your team (if you've already done this, confirm everyone knows their role)
- Post on social media about how much you enjoyed attending
- Organize breaks so that your booth is staffed at all times – lunchtime often falls between speakers or workshops, and the show floor can get unexpectedly busy
- Collect business cards from new contacts: Note how you met and any ideas for a personalized follow-up

## Notes

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# AFTER

- Thank your team for their hard work – celebrate with dinner or drinks
- Follow up on new leads within two days and send out product samples or offers to interested parties
- If you have their address, follow up with a personalized, event-specific postcard, brochure or letter
- Make a list of what worked and any changes you'd make if you had to do the same show again
- Ask yourself if you feel it would be valuable to attend this trade show in the future

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