

The First-Time Exhibitor's

Trade Show

✓ Checklist



Before the Show Planning & Prep

Logistics

- ☐ Booth number and layout confirmed
- ☐ Event pass or tickets secured
- ☐ Travel and hotel booked
- ☐ Shipping deadlines added to calendar

Booth Setup Planning

- ☐ Table dimensions measured
- ☐ Power needs assessed (*cords, surge protectors*)
- ☐ Internet or Wi-Fi planned
- ☐ Booth layout or mock-up sketched

Print Materials

- ☐ Custom banner or backdrop printed
- ☐ Table throw with logo
- ☐ Business cards, Flyers, brochures, and pricing sheets
- ☐ Branded signage for key messaging

Lead Capture and Promo

- ☐ Giveaway items (*samples, pens, branded swag*)
- ☐ Lead capture method (*form, QR code, tablet*)
- ☐ Sign-up incentive planned (*discount or freebie*)

Team Prep

- ☐ Printed copy of this checklist
- ☐ Outfits or uniforms coordinated
- ☐ Pitch or value prop rehearsed
- ☐ Emergency USB with branding files

On-the-Floor Essentials

Setup Tools

- ☐ Scissors, tape, zip ties, velcro
- ☐ Power strip and extension cords
- ☐ Trash bags, cleaner wipes
- ☐ Safety pins or mini repair kit

Engagement

- ☐ Product samples or demos ready
- ☐ Signage with QR codes
- ☐ Business card holder or contact sheet
- ☐ Tablet or printed lead forms

Personal Comfort

- ☐ Refillable water bottle
- ☐ Healthy snacks
- ☐ Comfortable shoes
- ☐ Breath mints, deodorant, hand sanitizer

Post-Show Checklist

Lead Follow-up

- ☐ Organize leads by priority
- ☐ Send follow-up emails within 48 hours
- ☐ Add contacts to your CRM or email marketing list

Post-Show Marketing

- ☐ Post recap on social media
- ☐ Share booth photos or behind-the-scenes highlights
- ☐ Email thank-you with bonus offer

Review and Restock

- ☐ Refill swag and print inventory
- ☐ Debrief with your team: what worked and what didn't
- ☐ Update this checklist for next time

Setup Tools

- ☐ Scissors, tape, zip ties, velcro
- ☐ Power strip and extension cords
- ☐ Trash bags, cleaner wipes
- ☐ Safety pins or mini repair kit