

Trade Show Planning Checklist *Countdown to Show Time.*

Proper planning can provide a stress free successful event. When you're planning a show of any size use this planning checklist to help you stay on top of each detail.

12 Months Out	Evaluate floor plans and select space. Review exhibitor contract carefully. Understand terms, show rules, payment schedule, space assignment method. Send in space application and first payment. Prepare budget.
Six Months Out	Create show plan and set goals and exhibit objectives. Select any vendors needed (exhibit house, transportation, labor company). Begin design process. Plan pre-show advertising.
Four Months Out	Develop floor plan for exhibit. Select Display Booth staffers. Make travel reservations. Communicate with primary vendors (exhibit house, shipping, installation/dismantle) regarding services needed and dates. Finalize new exhibit design. Execute show-related advertising.
Three Months Out	Read and review exhibitor manual. Note target move-in and set-up dates. Create list of required services, noting deadlines for pre-show discounts. Review show floor plan and note target dates and restrictions. Distribute show plan to booth staff. Submit any required authorization forms (Hanging Sign) Plan pre-show booth staff meeting.
Two Months Out	Prepare all service orders. Include drayage, electrical, cleaning, floral, etc. Take advantage of any pre-pay discounts. Finalize any new graphics and start production. Order staff badges and plan training for booth staff at show. Develop briefing packet for booth staff. Create and order lead forms. Prepare press kits. Check travel reservations.
One Month Out	Confirm shipment dates with all vendors. Confirm installation /dismantle schedule. Confirm all travel reservations. Preview display and graphics. Meet with booth staffers to present trade show plan and objectives. Set-up schedule for pre-arranged customer meetings at show. Prepare show binder. Include: copies of all orders and checks for services paid in advance, phone numbers and addresses of all vendors, booth setup instructions, shipping documents, return shipping labels. Confirm shipping address and ship properties to arrive to advance warehouse.
Upon Arrival	Make sure your freight has arrived undamaged. Review service orders. Double check setup schedule. Supervise booth setup. Meet with booth staffers for pre-show briefing and training.
During Show	Reserve booth space for next years show. Meet with booth staffers to check progress. Check out your competition. Find out what is working and what is not. Review plans for booth dismantle and return shipment.
After Show	Supervise dismantle and arrange return freight. Distribute leads to sales force. Follow Up! Follow Up! Follow Up!