

TRADESHOW BOOTH WORKSHEET

Source: Fletcher Marketing Services

Event Name: _____
Event Location: _____
Event Coordinator: _____
Event Dates: _____
Booth Number: _____
Event Budget: _____
Show Mgmt. Contact: _____

Booth Team: _____

Booth Phone: _____
Data Lines in Booth: _____

EQUIPMENT

Quantity . . .	Item	Respon. . . .	Dollars
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

BOOTH

- _____ Order booth space
- _____ Order carpet
- _____ Order booth power
- _____ Order telephone
- _____ Order extra lighting
- _____ Order furniture
- _____ Order plants
- _____ Setup/test portable booth back at office
- _____ Signage
- _____ Drawing: prize, collection bowl, sign for drawing
- _____ Lit holders: How many? _____
- _____ Tie-ins
- _____ Literature: Types and quantities
- _____ Giveaways/candy for traffic
- _____ Pack tool box and repair supplies

TRAVEL

- _____ Select show team
- _____ Decide on show hotel rooms:
 - Room rate: \$_____/day) for [_____] rooms
- _____ Decide on arrival/departure times:
- _____ Decide on transportation:
 - Carrier _____
 - Flight from _____, flight to _____
- _____ Transportation for equipment:
 - Needed? ___ Yes ___ No
 - Carrier _____
 - From _____ To _____

- _____ Decide on need for car:
- Days needed: _____
- Car rental for [carrier _____ @ \$____/day]
- _____ Meals [____ people @ \$____/ day per diem for ____ days]
- _____ Establish entertainment budget: [\$_____]

CONFERENCE SPEAKERS

- _____ Obtain talks and panel speaking opportunities for employees
- _____ Sign & flier for any presentations we are doing
- _____ Obtain Session Manager assignments
- _____ Identify speaker handouts
- _____ Identify presentation graphics
- Slides _____
- Transparencies _____
- LCD display _____
- _____ Dry run of presentation
- _____ Pre-check room for layout & audio-visual setup

LEAD CAPTURE

- _____ Forms to capture leads at booth
- _____ Reserve/rent credit card machine

CONTINGENCY

Misc. unexpected costs:
