

# TRADE SHOW CHECKLIST

Source: Fletcher Marketing Services

Show Name: \_\_\_\_\_

Show Sponsor: \_\_\_\_\_

Show Manager: \_\_\_\_\_ Phone: \_\_\_\_\_

Company Responsibility: \_\_\_\_\_

Booth Manager: \_\_\_\_\_

Booth Team: \_\_\_\_\_

## Booth

- Design approved
- Booth built
- Booth approved
- Shipping cases ready
- Take own carpet/pad
- Lights tested and packed
- Booth packed for shipping

## Budget

- Prepared
- Approved

## Tool Kit

- Liquid cleanser
- Pliers, Wire Cutters, Screwdriver set, scissors
- Tapes: scotch, duct, Velcro
- Pens: marker, ink
- Camera: Digital, Throwaways

## Signage/Literature

- Drafted
- Approved
- Packed for shipping
- Lit selected and packed
- Business cards for booth workers

## Show Resource Reservations

- Booth drapes ordered
- Power ordered
- Electrician ordered
- Carpet/pads ordered
- Plants
- Wastebasket
- Booth cleaning service
- Return shipping papers

## Shipping

- Booth shipped
- Tool kit shipped
- Signage shipped

## Show Promotion

- Booth theme: \_\_\_\_\_
- Company entry filed for show catalog
- Ads in show catalog
- Press kit ready
- Company speakers for sessions
- Advance press kits to booth workers

## Giveaways

- Pens, magnets, key chains, balls, etc.
- Candy
- Drawing: sign, forms
- Drawing: bowl
- Drawing: prizes: \_\_\_\_\_
- Time set for booth drawings