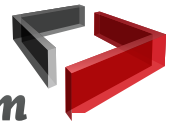


Trade show client checklist

Preparing a thorough trade show checklist is an essential part of succeeding at the event. Print this PDF for a handy checklist to market your business at a trade show cost effectively.

Entering the exhibition	Deadline	Notes	☑
Request Info & Application Materials for Exhibitors.			<input type="checkbox"/>
Discuss & coordinate the exhibition outline and regulations with all involved company departments.			<input type="checkbox"/>
Make an overall budget calculation for the event including costs from organizer (participation, air/ electricity/water, etc.) handling of exhibits, travel & accomodation, costs for booth staff, Insurances, promotion and most important, design, planning and production of your trade show booth.			<input type="checkbox"/>
Decide on possible booth size, shape and location.			<input type="checkbox"/>
Fill out application forms and pay the entry-fee.			<input type="checkbox"/>
Key aspects of your event concept			
What are your main goals for this event? <ul style="list-style-type: none"> • making new contacts • maintain existing business relations • image cultivation & representation • market evaluation / finding target audience • presentation of new products • sales • public relations 			<input type="checkbox"/>
How do you want to exhibit? <ul style="list-style-type: none"> • focus on demonstration of sample products, innovations, market entry products • focus on ambiente and booth environment, creating a relaxed atmosphere for business conversation with catering & lounge, presentation of product mainly through print visuals • focus on outstanding design, maximum visibility and contrasting to competitors 			<input type="checkbox"/>



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Handling of exhibits	Deadline	Notes	<input checked="" type="checkbox"/>
Number and size of exhibits			<input type="checkbox"/>
Transport, packing, insurance, customs handling			<input type="checkbox"/>
Tools for setup and dismantling, onsite repairs			<input type="checkbox"/>
Request supply of electricity, air, water, oil Consumable materials (anchor bolts, fuses, tec.) Cleaning materials			<input type="checkbox"/>
Check event safety regulations, test run			<input type="checkbox"/>
Booth staff			
Appoint a person in charge for the exhibition project			<input type="checkbox"/>
Detailed staff briefing, if necessary training to improve presentation and promotional skills			<input type="checkbox"/>
Arrangement of accomodation and flights, travel insurance, working mobile phones			<input type="checkbox"/>
Narrator for presentation & booth companions decide on a dresscode for consistent appearance			<input type="checkbox"/>
Translator, foreign events often require translators with specific technical on-topic knowledge			<input type="checkbox"/>
Make a participation list with replacement staff in case of emergency or sickness			<input type="checkbox"/>
Bilingual business cards			<input type="checkbox"/>

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Booth equipment	Deadline	Notes	☑
Advertising material: flyers, brochures, giveaways, pins, press-release sets, Popup displays,			<input type="checkbox"/>
Catering & kitchen equipment: easy to clean tableware (cups, plate, forks, picks...) napkins, bottle opener, coffee maker, workspace drinks, snacks, regional products from your country catering staff, cleaning material, waste disposal			<input type="checkbox"/>
Presentation material: production and delivery of visual presentations and movies adjusted to the specifications of the booth's AV equipment, localized			<input type="checkbox"/>
Booth production			
Study the exhibition manual carefully!			<input type="checkbox"/>
Request a booth layout / 3D design & a quotation based on these important factors: your budget booth area and surrounding exhibitors/competitors construction regulations, height limitations, etc. size and amount of your exhibits + connections your company's Corporate Identity guideline venue schedule for setup & take-down signage: logos, fascia, poster prints, etc furniture: meeting area, Info-counter, stools, etc. decoration: plants, light-shows, popup-displays, etc.			<input type="checkbox"/>
Get approval for the booth design from the organizer and place the order with your booth constructor.			<input type="checkbox"/>
Fill out all the necessary order forms: Electricity, Water, Anchor bolts, stand cleaning, etc. and submit them before the deadline			<input type="checkbox"/>

Trade show client checklist

Promotion	Deadline	Notes	<input checked="" type="checkbox"/>
<p>Promote your participation in an exhibition on your homepage, through publications in professional journals press releases & conference by sending invitations to your clients and persons of interests</p>			<input type="checkbox"/>
Evaluation & Postprocessing			
<p>Evaluate your participation according to your target for this event through the: number of visitors to your booth number of serious business conversations made amount of promotion and Info material handed out number of achieved contracts or sales number of new established contacts appearance in press and media performance of your staff overall reception by visitors and your staff</p>			<input type="checkbox"/>
<p>Postprocess the received business contacts and inquiries and make sure they get attended in time by the right person.</p>			<input type="checkbox"/>
<p>If you are satisfied with your participation in the current event, you might want to consider participating in next years event. Early birds usually receive discounts by signing up shortly after.</p> <p>As the saying goes:</p> <p><i>“After the show is before the show!”</i></p> <p>We wish you a successful show!</p>			<input type="checkbox"/>