

Tradeshow Checklist

Show Information:

Name of Show:

Dates of Show:

Location:

Show Hours:

Expected Attendance:

Booth #:

Show Objectives:

Budget: \$ _____

Methods to Generate Leads / Sales:

Show Marketing:

Promotional Products

Qty:

Price: \$ _____

How will these be used:

Date Completed: _____

Banner

Size:

Theme:

Price: \$ _____

Date Completed: _____

Business Cards for Key Booth Members

Folders

Sell Sheets

Additional Company Literature

Date Completed: _____

Date Completed: _____

Date Completed: _____

Date Completed: _____

Application

Form Completed and Mailed

Participation Cost: \$ _____

Booth Deposit / Event Fee Payment Sent

Booth Balance / Event Fee Payment Sent

Staff Names Provided for ID Badges: Y / N

Sponsorship Level

Date Completed: _____

Date Completed: _____

Date Completed: _____

Date Completed: _____

Date Completed: _____

Booth

Booth Size:

Is a table being provided?:

Table Size:

Trash Can:

Chairs:

Electricity: *Needed?* Y / N

Additional Furniture Rental: *Needed?* Y / N

Carpeting: *Needed?* Y / N

Flowers: *Needed?* Y / N

Other:

Date Completed: _____

Date Completed: _____

Date Completed: _____

Date Completed: _____

Shipping Information

Date Completed: _____

Staff:

Arrange Coverage for Booth

Date Completed: _____

Prepare a One Minute Company Introduction

Date Completed: _____

Pre-Show Marketing:

Obtain an Attendance List Available Y / N

Date Completed: _____

Pre-show Mailing Alerting Prospects of you Participation

Date Completed: _____

Pre-show Email Broadcast Alerting Prospects of you Participation

Date Completed: _____

Hotel Reservations:

Date Completed: _____

Hotel Name:

Address:

Telephone:

Fax:

Reservation #:

Car Rentals:

Date Completed: _____

Car Rental Company:

Car:

Reservation #: