

# TRADE SHOW Planning

The Essential  
Guide



**imagine**  
PROMOTIONAL GROUP  
[ipgpromo.com](http://ipgpromo.com)

# The Trade Show...

The best events appear to have come together effortlessly. But that "effortless" appearance takes a lot of work. If you're ever feeling overwhelmed by a big event looming on your calendar, approaching the event with a set of very clear steps can be your answer. Here's a check list to guide you through the process.

Trade Show: \_\_\_\_\_ Date: \_\_\_\_\_

Location: \_\_\_\_\_ Time: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Budget:

## Twelve Months Prior

TASK	COMPLETED ON	COST	COMMENTS
1. The Application Form			
a. Form completed and submitted			
b. Deposit payment submitted			
c. Balance of space fee paid			
d. Booth locations requested			

## Six Months Prior

TASK	COMPLETED ON	COST	COMMENTS
2. Exhibitor Package Forms/ Exhibit Needs			
a. Audio visual rentals			
b. Carpet rental			
c. Cleaning			
d. Computer rental			
e. Drayage			
f. Electrical			
g. Floral			
h. Furniture			
i. Labor			
j. Lead retrieval system			
k. Photography			
l. Plumbing			
m. Security			
n. Signage			
o. Temp personnel			

## Four Months Prior

TASK	COMPLETED ON	COST	COMMENTS
3. Show Promotions			
a. Develop your sales plan			
b. Plan for your pre-show mailing			
c. Determine branded merchandise for give aways, staff apparel, executive gifts, client meetings			
d. Produce literature and marketing materials for the show			
e. Develop press kits/PR			
f. Determine sponsorships			

## Two Months Prior

TASK	COMPLETED ON	COST	COMMENTS
4. Booth			
a. Checked and ready			
b. Repairs completed			
c. Order show graphics			
d. Literature racks packed			

## One Month Prior

TASK	COMPLETED ON	COST	COMMENTS
5. Shipping and Travel Logistics			
a. Order staff badges			
b. create folder with copies of all orders for services paid in advance			
c. Pack: show evaluation forms, lead collection software, return shipping labels and forms, power strip/extension cords, trade show tool kit			
d. Hotel reservations for booth staff			
e. Book airline tickets			
f. Arrange for ground transportation			
g. Shipping carrier selected			
h. Shipping forms completed			
i. Pick-up date set			
j. Shipped to show			
k. Return shipping arranged			
l. Return shipping labels completed			
m. Set up meetings with: editors of on and off line magazines, bloggers, existing customers, vendors, potential partners			

Continued...

## One Month Prior, cont.

TASK	COMPLETED ON	COST	COMMENTS
n. Pack a 'box of everything': pens, Sharpie, Scotch tape, masking tape, extension cord, electric plug bar, post-it notes, rubber bands, stapler, highlighter, paper clips, scissors, all-in-one tool, medicine (ibuprofen), water, mints, hand sanitizer, mobile chargers, zip-ties			

## Show Site

TASK	COMPLETED ON	COST	COMMENTS
a. Check on freight arrival			
b. Check with hotel about reservations for staff, meeting rooms, catering			
c. Hold pre-show briefing with staff			

## During Show

TASK	COMPLETED ON	COST	COMMENTS
a. Conduct daily meetings with staff			
b. Make arrangements for booth dismantle and shipping			

## Post Show

TASK	COMPLETED ON	COST	COMMENTS
Follow Up!			
a. Fulfillment packages mailed			
b. Leads qualified			
c. Leads distributed			

**Imagine Promotional Group** sources branded products and creative programs to reward and delight your customers, employees, and partners. We would love to chat with you about what we're doing in the branding sphere that's a bit different. Our Goal? To Make You Look Your Best. Contact us at [ipgpromo.com](http://ipgpromo.com) or **866 769 7710**.

Comments and notes for next show: