



EVERYTHING YOU NEED TO THINK ABOUT BEFORE THE SHOW FLOOR OPENS

YOUR COMPLETE PLANNING GUIDE



TRADE SHOW PREP: YOUR COMPLETE PLANNING CHECKLIST



SHOW INFORMATION

- ☐ Event name, location, and dates
- ☐ Booth number and type
- ☐ Confirm booth orientation
- ☐ Show decorator
- ☐ Show services deadline
- ☐ Electrical layout deadline
- ☐ Target move-in/move-out times
- ☐ Exhibitor manual review

EXHIBIT

- ☐ Exhibit build or rental confirmation
- ☐ Booth design finalization
- ☐ Graphic and print deadlines
- ☐ Carpet/flooring and padding
- ☐ Booth lighting
- ☐ Stage booth for pre-show walkthrough

SHIPPING

- ☐ Shipping carrier selection and scheduling
- ☐ Advance warehouse freight deadline
- ☐ Direct-to-show-site delivery dates
- ☐ Packing inventory and crate labeling
- ☐ Print return labels and BOLs
- ☐ Preprint material handling forms

SHOW SERVICES

- ☐ Electrical order and layout
- ☐ Internet order and drop layout
- ☐ Audio/Visual equipment
- ☐ Booth vacuuming / cleaning services / porter service
- ☐ Furniture rental
- ☐ Lead retrieval setup
- ☐ Hanging signs / rigging services
- ☐ Booth security if required

ON-SITE LABOR

- ☐ Order Install/Dismantle labor
- ☐ Site supervisor
- ☐ Submit EAC and COI forms
- ☐ Booth renderings and setup instructions
- ☐ Forklift/scissor lift labor

STAFFING & REGISTRATION

- ☐ Team travel and hotel accommodations
- ☐ Exhibitor badges ordered
- ☐ Daily show schedule + staffing rotation
- ☐ Uniforms or branded apparel
- ☐ Team training and product refreshers
- ☐ Emergency contact list

MARKETING & PROMOTION

- ☐ Pre-show email campaigns
- ☐ Social media announcements
- ☐ Promotional giveaways ordered
- ☐ Literature and handouts printed
- ☐ On-site demo or presentation materials
- ☐ Lead capture process / tech testing

FINAL WEEK WRAP UP

- ☐ Confirm delivery of booth materials
- ☐ Review install/dismantle schedule
- ☐ Confirm exhibitor badge pickup
- ☐ Emergency show bag (tools, zip ties, pens, chargers, etc.)

POST-SHOW

- ☐ Booth Storage
- ☐ Lead follow-up
- ☐ Review and make recommendations for next show