



ART&DISPLAY<sup>INC</sup>  
Exhibits. Environments. Graphics.

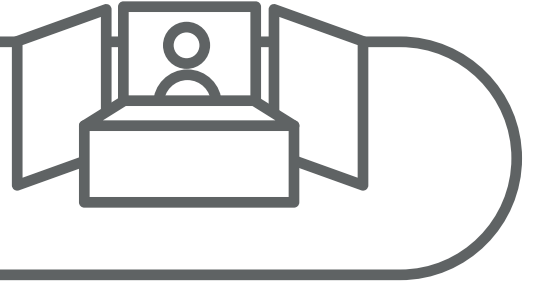


# YOUR ULTIMATE TRADE SHOW CHECKLIST



## MONTHS OUT

- ✓ SELECT SHOWS THAT SUPPORT MARKETING STRATEGY
- ✓ REVIEW ANNUAL BUDGET
- ✓ CHOOSE SPACE, DETERMINE SIZE OF FOOTPRINT
- ✓ RESERVE AND BOOK SPACE



## MONTHS OUT

- ✓ DETERMINE EXHIBIT OBJECTIVES AND NEEDS
- ✓ SOURCE EXHIBIT DESIGN, PRODUCTION AND OUTSIDE SUPPLIERS
- ✓ REVIEW EXISTING EXHIBIT MATERIALS AND COMPONENTS (*IS IT TIME TO UPGRADE?*)



## MONTHS OUT

- ✓ DEVELOP A SALES PLAN
- ✓ IDENTIFY AND ORDER PROMOTIONS AND/OR GIVEAWAYS
- ✓ PRODUCE AND ORDER PRINTED MARKETING MATERIALS (*SIGNAGE, BROCHURES*)
- ✓ LEVERAGE SOCIAL MEDIA (*I.E. LINKEDIN, FACEBOOK, INSTAGRAM, TWITTER*)
- ✓ CONNECT WITH MEDIA ABOUT ATTENDING EVENT (*PRESS RELEASE*)
- ✓ REACH OUT TO PROSPECTS (*I.E. SPECIAL INVITATIONS OR PROMOTIONS*)
- ✓ IDENTIFY TRADE SHOW TEAM



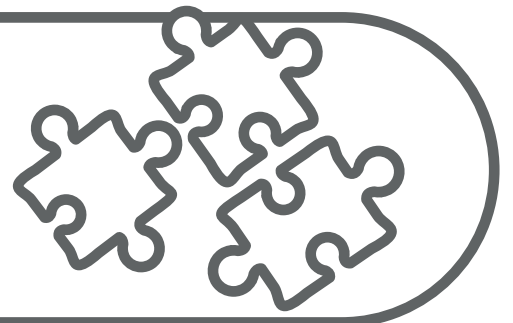
## MONTHS OUT

- ✓ MAKE TRAVEL ARRANGEMENTS FOR TEAM (*I.E. AIRFARE, HOTEL, TRANSPORTATION TO VENUE*)
- ✓ RESERVE ANY ADDITIONAL MEETING ROOMS (*I.E. HOSPITALITY, EVENTS, PRESS CONFERENCE*)
- ✓ PLAN PRE-SHOW MEETING FOR TEAM
- ✓ ORDER STAFF BADGES AND PRODUCT SAMPLES
- ✓ PREPARE BRIEFING PACKET FOR BOOTH STAFF
- ✓ GATHER AND REVIEW MARKETING MATERIALS
- ✓ COMPLETE AND TURN IN ALL SHOW FORMS BEFORE THE DISCOUNT DEADLINE.



## MONTH OUT

- ✓ CONNECT WITH PROSPECTS AND MEDIA AGAIN
- ✓ REVIEW FINAL BOOTH INSTRUCTIONS
- ✓ CONFIRM INSTALL AND DISMANTLE SCHEDULING
- ✓ PREPARE MATERIALS FOR SHIPPING
- ✓ CONDUCT PRE-SHOW BRIEFING WITH TEAM
- ✓ CREATE BINDER WITH COPIES OF ALL ORDERS AND CHECKS FOR SERVICES PAID IN ADVANCE



## WEEK OUT

- ✓ ENSURE PAYMENT SYSTEM IS SET-UP AND READY TO ACCEPT CREDIT CARDS DURING EVENT
- ✓ CONFIRM FREIGHT ARRIVAL
- ✓ CONFIRM HOTEL RESERVATIONS AND OTHER MEETING ROOMS OR CATERING
- ✓ CONFIRM ELECTRICAL INSTALL DATE AND TIME
- ✓ REVIEW BOOTH INSTRUCTIONS WITH TEAM



## DAY OF SHOW

- ✓ CONFIRM ARRIVAL OF DISPLAY, EQUIPMENT & LITERATURE
- ✓ CONFIRM ARRANGEMENTS FOR BOOTH DISMANTLE & SHIPPING
- ✓ CONDUCT FINAL PRE-SHOW STAFF BRIEFING WITH OUTLINED GOALS

## AFTER SHOW

- ✓ MANAGE AND FOLLOW UP ON ALL LEADS
- ✓ CONDUCT DEBRIEFING WITH TEAM