



# All-Inclusive Trade Show Checklist for Exhibitors

Provided by Map Your Show: Your Trade Show Operating System

Read the Full Article:  
[Trade Show Essentials: The All-Inclusive Checklist for Exhibitors](#)

	Progress	Question / Action	Notes (Optional)
<b>Sample</b>		What product or service do I want to showcase?	The new model of my product "x3000"

<b>DECIDING TO EXHIBIT</b>		What product or service do I want to showcase?	
		What are my goals in exhibiting and how do they align with the trade show's goals?	
		Who is my target audience?	
		What is my budget?	
		What are the predicted costs of exhibiting (travel, hotel, booth space cost, etc)?	
		How will you measure your success at the show?	
		Who should man the booth?	
		Submit application to exhibit.	
		Upload company information, white papers, videos, and other collateral to the show's online portal.	

<b>BOOTH DESIGN AND LAYOUT</b>		How much room will your showcase (your product or service) need?	
		If you have access to the show floor, what is your ideal location?	
		Reserve your booth space.	
		What do I have that could be utilized for this show (previous exhibit, promotional items, etc)?	
		What should the layout of my booth look like (think about check-in, natural flow, seating and demo areas, etc).	
		What do you want the design of your booth to look like?	
		Should I use a contractor or vendor to handle my booth? What are the pros and cons?	
		What experience do I hope for my booth's visitors to gain?	

BEFORE THE SHOW		How will I market my company at the event (Social media, online sponsorships, giveaways, experience sponsorships)?	
		Update your online exhibitor portal with your company information, case studies, videos, and more.	
		If using an outside contractor, ensure all insurance papers needed are sent to the show.	
		Order any promotional items needed and ship these to the show in advance. Keep record of all tracking numbers.	
		Test all equipment within the booth (internet, plugs, cables).	
		Hide any unneeded items (shipping containers, boxes, cables).	
		Ensure onsite team has a prepared elevator pitch and questions to ask a visitor.	
		Ensure there is a method for collecting contact information for your booth's visitors.	
		Ensure your staff has everything they need (water, charging cables, product samples, etc).	
		Send an email blast to attendees who stopped by your booth from previous shows.	
		Invite potential or current clients to dinner after the show.	
		Offer appointment scheduling in advance for a prize via email and social media.	

DURING THE SHOW		Ensure all visitors are greeted and contact information is tracked.	
		Take time to walk the show floor and interact with attendees and exhibitors.	
		Promote your booth on social media. Go live, use show hashtags, etc.	
		Ask attendees about their experience with the show so far to gain another perspective.	

POST-SHOW		Send a follow-up email, thanking the visitor for stopping by.	
		Continue the relationship with nurture content (Product launch announcements, blog content, newsletters, etc).	
		Analyze data collected from the show. Look for insights on how to improve for the following year.	