

**Essential**

# Trade Show Packing List

## PACKING LIST

- ☐ First Aid Kit
- ☐ Hand Sanitizer
- ☐ Banners & Displays
- ☐ Microfiber Cleaning Cloths
- ☐ Lanyards and/or ID Badges
- ☐ Promotional Products (giveaways)
- ☐ Branded Apparel
- ☐ Adhesives & Fasteners
- ☐ Basic Tools (screwdriver, scissors, etc.)
- ☐ Tablets or Laptops
- ☐ Snacks, Water, & Beverages
- ☐ Stationery Supplies

- ☐ Wireless Chargers
- ☐ Portable Power Banks
- ☐ Charging Cables
- ☐ Extension Cords
- ☐ Surge Protectors
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## SHOW INFO

# Trade Show Preparation

## Checklist

### Before Choosing a Trade Show

- ☐ Define your goals
- ☐ Set your budget
- ☐ Research relevant events and competitors

### 3-6 Months Before the Trade Show

- ☐ Finalize booth layout and collaborate with designers for display designs
- ☐ Create and prepare marketing materials
- ☐ Plan and research promotional products based on audience preferences
- ☐ Select attending staff members and discuss uniforms
- ☐ Book travel and hotel accommodations

### 1-2 Months Before the Trade Show

- ☐ Write scripts and train staff on key products and services
- ☐ Confirm orders for promotional products and staff uniforms
- ☐ Rent any necessary equipment (e.g., tables, chairs)
- ☐ Launch promotions on social media and other marketing channels
- ☐ Confirm travel arrangements and provide information to all attending staff
- ☐ Review staff scripts and product talking points
- ☐ Arrange transportation and shipping for staff, supplies, and equipment to and from the trade show

### 1-2 Weeks Before the Trade Show

- ☐ Confirm all logistics arranged in previous months
- ☐ Test lead capture tools and website functionality
- ☐ Practice booth setup
- ☐ Gather and pack all necessary materials and backups
- ☐ Include a first aid kit, extension cords, and tape in your supplies
- ☐ Review staff scripts and product talking points

### At the Trade Show

- ☐ Locate your booth space
- ☐ Set up major components first (e.g., tables, banners)
- ☐ Unpack and arrange items as planned
- ☐ Test all technology and ensure forms and demos are functioning
- ☐ Secure cables and cords with tape for safety
- ☐ Have a final review of scripts and a pre-show discussion with staff
- ☐ Stay hydrated
- ☐ Ensure all staff have their schedules
- ☐ Post updates on social media

# Trade Show Preparation

## TIMELINE

- ☐ Dismantle banners and displays
- ☐ Wrap cables neatly and fold table covers and banners for storage
- ☐ Pack leftover promotional materials
- ☐ Handoff boxes and materials to the shipping company or transport service
- ☐ Confirm transportation from the venue

- ☐ Follow up with leads
- ☐ Share a recap post on social media or send a thank-you email to attendees
- ☐ Measure performance metrics
- ☐ Document successes and identify areas for improvement
- ☐ Gather feedback from staff and attendees

This section is for your personal reflections, key takeaways, and additional thoughts to enhance future trade show preparations:

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