

**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

