

TRADE SHOW PLANNING CHECKLIST

12 MONTHS BEFORE THE TRADE SHOW

- Set an objective
- Decide on location
- Draw budget
- Draw up booth layout

9-11 MONTHS BEFORE THE TRADE SHOW

- Reserve and pay for the trade show
- Finalize booth ideas and goals
- Set up a pre-show marketing plan

6-9 MONTHS BEFORE THE TRADE SHOW

- Determine the advertising strategy
- Inform customers of the trade show

3-6 MONTHS BEFORE THE TRADE SHOW

- Planning travelling costs
- Finalize booking accommodation for the sales team

1-3 MONTHS BEFORE THE TRADE SHOW

- Schedule face-to-face meetings with sales members
- Confirm all booking
Finish building and organizing the
- booth

1 WEEK BEFORE THE TRADE SHOW

- Last minute meetings
- Test all equipment and

THE SHOW

- Interact with as many clients

DAYS AFTER THE TRADE SHOW

- Follow up on all the leads
- Measure the results
- Observe the budget and focus on how many forthcoming trade shows can be improved.

