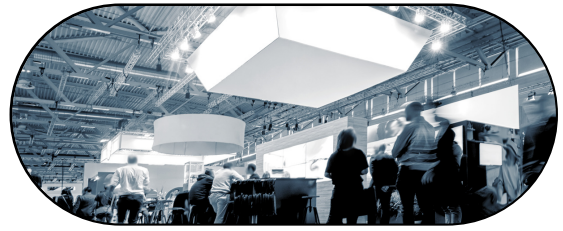


# TRADE SHOW CHECKLIST



## PRE-TRADE SHOW (18 MONTHS TO 1 MONTH BEFORE)

- Know the event goal
- Determine space rental
- Create a budget
- Lay out rules/guidelines
- Determine the booth locations
- Design the booth
- Creation of marketing strategy
- Installation of the flooring
- Confirm the dates with the venue
- Meet with the entire sales staff
- Launch the marketing campaign
- Planning teams must ensure that all installations are in

## DURING TRADE SHOW CHECKLIST

- Ensure that everything is ready
- Sales members must be friendly
- Sales members must keep track of all the contact information
- Team will have time to enjoy the trade show
- Communicate the company's assistance

## POST TRADE SHOW

- Team cleans the venue
- Team evaluates success
- Team will do cost comparison
- Prepare and analyze for the next show