

# THE TRADE FAIR CHECKLIST

## 1. ABOUT A YEAR BEFORE THE TRADE SHOW:

- DEFINE YOUR TRADE SHOW GOALS AND TARGET AUDIENCE:**  
Are you looking to generate new leads, enhance your brand image, network with industry peers, or test new products?
- SELECT THE RIGHT TRADE SHOW:**  
Consider factors such as location, size, target audience, attendance, theme, and industry
- SET YOUR BUDGET:**  
Calculate all potential costs, from booth space to personnel
- RESEARCH AND BOOK YOUR BOOTH SPACE:**  
Choose a well-trafficked booth location and book it early
- CHECK YOUR TRADE SHOW EQUIPMENT:**  
Assess what you have from previous shows and what you need to prepared
- CREATE A TIMELINE:**  
Keep track of all your to-dos and deadlines, including registration deadlines. Perhaps a Gantt chart will be useful
- BOOK HOTEL ACCOMMODATIONS FOR YOUR BOOTH STAFF:**  
Research hotels near the trade show venue and book early to secure the best rates

## 4. DURING THE TRADE FAIR:

- GIVEAWAYS THAT HIT THE SPOT:**  
Use tailored promotional items to attract both premium and casual customers
- BE A WELCOMING HOST:**  
Approachability and attentiveness are key! Your staff can make or break your trade fair success
- STAY CONNECTED WITH SOCIAL MEDIA:**  
Keep the conversation going during and after the trade fair
- ANALYZE THE COMPETITION:**  
What are your competitors doing? Are there any noticeable trends?

## 2. MONTHS BEFORE THE TRADE SHOW:

- GET THE TEAM ON BOARD:**  
Spread the word internally about the trade show, including the date, location, and goals of your participation
- ASSEMBLE A DEDICATED TEAM:**  
Drawing on expertise from sales, product development, and other relevant departments
- PLAN YOUR BOOTH:**  
Choose a reliable contractor and create a stand design that aligns with your needs and goals. Consider outsourcing tasks to trade show professionals, such as Maverick GmbH
- GENERATE BUZZ:**  
Launch marketing activities to build awareness and reach, such as contests and giveaways
- STOCK UP ON SUPPLIES:**  
Order promotional materials and refreshments, from brochures and giveaways to goodie bags and coffee
- CHECK YOUR INSURANCE:**  
Review your liability and theft coverage for the trade show
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## 5. POST-EXHIBITION:

The trade show is over, but the work isn't! Here's your action plan to turn those leads into lasting connections:

- DATA DIVE: UNCOVER YOUR AUDIENCE GEMS!**  
Let's gather all the intel – lead forms, business cards, and those insightful conversations. We'll analyze this goldmine to identify trends and who truly clicked with our brand. This knowledge helps us prioritize the leads with the most potential
- NURTURING LEADS:**  
A quick «thanks» email is great, but let's show them we care! We'll reach out to qualified leads, schedule calls, and nurture them with valuable content until they become raving fans (and hopefully, customers!).
- EVALUATE THE EXHIBITION:**  
What went well? What could be improved? What did you learn? Use your findings to plan for future exhibitions
- DEBRIEF WITH THE TEAM: SHARPER THAN EVER!**  
Communicate the results of the exhibition to your team. Celebrate your successes and learn from your mistakes

## 3. WEEKS BEFORE THE TRADE

- GET THE WORD OUT:**  
Spread the news about your trade show presence online and offline through social media, newsletters, email signatures, ads, package inserts, and more
- SEND OUT INVITATIONS:**  
Send personal invitations to key business contacts
- GET YOUR TEAM READY:**  
Provide everything from uniforms and business cards to technical equipment
- BRIEF YOUR BOOTH STAFF:**  
Communicate your goals and key messages, and clarify organizational details
- SCHEDULE APPOINTMENTS:**  
Set up appointments with relevant decision-makers in advance
- TAKE CARE OF LOGISTICS:**  
Organize transportation
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