Exhibitor Preparation and Planning 101

The Trade Show Planning Checklist

Planning		
Secure your booth space.		
Determine your quantitative and qualitative goals for the show.		
Review show floor plans. Locate columns, walls, walkways, electrical ports,		
entrance, restrooms, eating areas, etc.		
Outline the booth space flow of traffic.		
Decide what you're featuring at the show.		
Create a list of all items you will display at the show.		
Choose your booth furniture.		
Decide what graphics you'll need to incorporate.		
Pick out flooring.		
Determine who's in charge of handling assembly and disassembly of the exhibit.		
Ensure your exhibit materials and signage follows show codes.		
Create cleanup plan for show.		
Safety + Survival Supplies	Business Supplies	
Aleve	☐ Business Cards, Personal	
☐ Advil	Business Cards, Generic for backup	
☐ Antacid	☐ Digital Presentation	
☐ Wet wipes	☐ Brochures	
☐ Tissues	Catalogs	
☐ Band-Aids	Pricing	
☐ Vitamin C / Emergen-C	☐ Spec Sheets	
Lip balm	☐ Giveaway Swag	
☐ Thread and Needle Sewing Kit	Plastic card and signage holders	
☐ Woolite or travel Detergent	Pens	
Stain Remover Pen	Sharpies	
☐ Mints	☐ Scissors	
Sugary Snack – Candy, Power Bar	Extra ID badges with lanyards	
☐ Hand Sanitizer		
☐ Cleaning Wipes		
Paper Towels		



Extra Supplies		
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