

# trade show checklist

## MAKE YOUR TRADE SHOW EXPERIENCE A SUCCESS

We've helped quite a few clients get ready for trade shows, and have picked up quite a few tips and tricks along the way. The key to making sure you have everything you need before, during and after the event is to keep track of what you need to have, what you need to do, and what need to plan. Here's a quick checklist to get you started.

### Planning

- Attendee lists
- Exhibitor lists
- Develop marketing plan - pre-event, during the event, and post-event
- Create follow-up plan for post-event
- Scripts for sales team
- Schedule people to work the booth
- Make travel arrangements

### Event logistics

- Sign contract
- Confirm dates/location
- Order any specialized lighting, carpet, rental furniture
- Order phone lines, internet connection
- POS/Card Reader/Cash
- Confirm space/size available
- Confirm shipping for materials

### Technology | AV equipment

- Flat-panel monitors
- Computers
- Tablets
- Printers
- Sound systems
- Microphones and lavalieres

### Printed Materials

- Brochures
- Signage, banners, flags
- White papers
- Data Sheets
- Catalogs & price lists
- Business cards
- Name badges

### Advertising/Marketing

- Social media plan (Facebook, Twitter, Blog, Instagram)
- Website
- Ads in industry publications
- Email campaign



**Miscellaneous**

- Product samples
- Order swag
- Tables & chairs
- Displays
- Set up demos
- Office supplies (pens, scissors, tape, notebooks)

**Giveaways**

- Prize
- Fishbowl
- Entry forms
- Pens

**After the trade show**

- Choose prize winner
- Enter contacts into customer database
- Initiate follow-up plan up with new contacts
- Note any materials that need to be reordered
- What went well/what didn't?

**Other:**

- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

**Shameless Plug** | *Need help with any of your pre- or post-event task list? We can help! Rescue Desk is a full-service virtual assistant firm, and our job is to take those important -- but time-consuming -- administrative and marketing tasks off your list. We've helped countless business owners free up their time and grow their businesses by doing things like managing their social media, setting up email campaigns, and yes, even uploading contacts into databases.*

**About Us** | *Rescue Desk Virtual Assistant Services was founded in 2008 with one goal in mind: to build a virtual assistance firm that works behind the scenes helping small-business owners succeed. Our firm works with solopreneurs, small business owners, nonprofits, associations, and busy executives. Our mission is pretty simple: our job is to make your job easier. We are an executive assistant, marketing coordinator and project manager all rolled into one, and we take time-consuming support tasks and projects off your to-do list. Anyone who has ever said "I need an assistant!" can utilize the services of our firm. We are a behind-the-scenes partner whose job it is to give you the time you need to grow your business and find that work/life balance we all work so hard to achieve. **Learn more at [www.RescueDeskVA.com](http://www.RescueDeskVA.com)***

