

# Trade show checklist

[tarjeo.es/en/trade-show-checklist](https://tarjeo.es/en/trade-show-checklist)

## Three months before

- ☐ **Set a goal for the show**  
In qualified leads, meetings or sales, not in business cards collected.
- ☐ **Book your space**  
And read the venue rules, such as build-up times, maximum heights or power supply.
- ☐ **Put together the full budget**  
Space, booth, venue services, travel, hotel, materials and the team's time.
- ☐ **Order the booth or check the one you reuse**  
Design, build, furniture and lighting.
- ☐ **Decide who goes and who does what**  
Who staffs the booth, who walks the show and who holds meetings.

## One month before

- ☐ **Book travel and hotels**  
Hotels near the venue are usually the first to fill up.
- ☐ **Order your printed materials**  
Brochures, price lists, business cards and booth graphics.
- ☐ **Book the venue services you need**  
Power, internet, cleaning or storage, depending on what your space includes.
- ☐ **Let people know you are going**  
Customers and contacts, with your booth number, by email and on social media.
- ☐ **Prepare a short demo**  
Something that makes sense in two minutes, standing in the aisle.
- ☐ **Choose how you will capture leads**  
Make sure the whole team does it the same way and has tried it before the show.

## The week before

- ☐ **Book meetings with set times**  
With the customers and contacts who have confirmed they are coming.
- ☐ **Draw up the rota**  
Booth shifts, breaks, lunch and visits to other booths.
- ☐ **Prepare your qualifying questions**  
What they need, by when and who decides. The same ones for the whole team.
- ☐ **Confirm build-up, shipping and badges**  
Delivery dates for your goods and passes for the whole team.
- ☐ **Draft your follow-up emails**  
When you get back you will only need to tweak and send them.

## The booth box

- ☐ **Badges and booking confirmations**
- ☐ **Brochures, price lists and your own business cards**
- ☐ **Samples or products for the demo**
- ☐ **Laptop or tablet, with chargers**
- ☐ **Power strip, extension lead and power bank**
- ☐ **Tape, cable ties, scissors and markers**
- ☐ **Water, snacks and mints**
- ☐ **Bags for the material people hand you**

## During the show

- ☐ **Arrive before the doors open**  
To check the booth and the demo, and make sure everything switches on.
- ☐ **Capture every lead on the spot**  
With what you discussed and what you promised, not at the end of the day.
- ☐ **Ask for the next step before you say goodbye**  
A meeting, a sample or a quote.
- ☐ **Go through your leads every evening**  
Fill in the notes while you still remember and flag the hottest ones.
- ☐ **Take photos of the booth**  
For social media and to plan the next edition better.

## When you get back

- ☐ **Email everyone in the first few days**  
A general thank-you, and a personal email to the most interested.
- ☐ **Call anyone who doesn't reply**  
During the first week, starting with the hottest leads.
- ☐ **Bring the whole team's leads together**  
In one place, noting which show each one came from.
- ☐ **Record the deals and what the show cost**  
That is how you will know whether it was worth it.
- ☐ **Review with the team**  
What worked, what didn't and what to change next time.