



CHECKLIST FOR TRADE SHOW EXHIBITORS

BEFORE THE SHOW:

- | | | |
|---------------------------|---------------------------------------------------------------------------------|-------|
| Research your audience | -choose the shows that are most appropriate for your products and services | _____ |
| Set measurable objectives | -objectives enable you to evaluate results | _____ |
| Buy enough space | -calculate for visitors, staff, displays and equipment | _____ |
| Assign responsibilities | -assign specific individuals for each exhibit task | _____ |
| Consider your message | -target your exhibit to your particular customers needs and concerns | _____ |
| Plan pre-show promotion | -call customers, send invitations, utilize your advertising and sales potential | _____ |
| Schedule the tasks | -planning will help you get your exhibit to the show on time and within budget | _____ |

AT THE SHOW:

- | | | |
|-------------------------------|--------------------------------------------------------------------------|-------|
| Inform your staff | -explain their objectives and their responsibilities in achieving them | _____ |
| Train your sales people | -familiarity with equipment and literature and complete all forms daily. | _____ |
| Set up your exhibit | -check signage, test equipment, install telephone, etc. if necessary | _____ |
| Watch for VIP visits | -alert sales people to possible visitors | _____ |
| Provide news releases | -shows attract news media. be sure your story is heard! | _____ |
| Look at other exhibits | -note the unusual and fresh ideas, and qualify the crowd | _____ |
| Monitor booth activity | -be flexible. decide each day if change is necessary in schedules, etc. | _____ |
| Schedule staff meetings daily | -give staff a chance to share experiences | _____ |
| Reward high achievers | -recognize those who make your exhibit successful. | _____ |

AFTER THE SHOW:

- | | | |
|-----------------------------|--------------------------------------------------------------------------|-------|
| Meet to evaluate | -get feed back for the next show | _____ |
| Pack your exhibit carefully | -protect your investment | _____ |
| Follow up leads | -make phone calls and send thank you letters to customers and prospects. | _____ |
| Gather information | -track traffic, business cards, literature distributed, leads and sales | _____ |
| Evaluate your exhibit | -record sales attributable to show participation up to a year. | _____ |