

Trade Show Exhibit Check List

√ Check to ensure your trade show exhibit success

Office Supplies

- Appointment/scheduler
- Associate's business cards
- Business cards
- Calculator
- Letterhead sheets of paper
- Marking pens
- Note pads
- Packing tape
- Paper clips
- Pens
- Scotch tape
- Stapler & staples
- Telephone message pads
- Tissues
- Wastebaskets
- Windex
- Writing tablets
- 409 Cleaner

Exhibit Support

- Broom and dust pan
- Dust Buster vacuum
- Extension cords
- Extra exhibit light bulbs
- First aid kit
- Hand cleaner
- Paper towels
- Power outlet strips
- Rags
- Surge protectors
- Tool kit
- Vacuum cleaner

Personal Items

- Advil / Aspirin / Tylenol
- Bottled water
- Breath mints
- Cell phone and charger
- Cell phones switched to vibrate while on booth duty
- Checkbook
- Comfortable shoes
- Credit cards
- Energy/protein bars
- Lap/palm top with charger
- Make sure your office knows where you are
- Personal notebook
- Protein/energy drinks

Sales Support

- Booth duty product guide
- Booth duty roster w/cell phone numbers
- Booth duty work schedule
- Credit card purchasing forms
- Credit/lead card-imprinting machines
- Current price lists
- Custom name badges for booth personnel
- Identifiable clothes for booth personnel

- Press kit with news releases
- Printed list of show specials
- Sales lead rating system
- Sales lead management
- Sales literature including your name, address, phone, web site, & E-mail
- Show special discount coupons
- Show special order forms
- Visitor sign-up mailing list sheet, cards, or computer

Miscellaneous

- Booth space contract
- Distribute trade show briefing memo 3 weeks before the show.
- Master calendar of events
- Obtain exhibitor badges in advance to save time
- Post-show-shipping instructions
- Show's goals and objectives document
- Shipping labels
- Show services forms
- Stage pre-show briefing meeting and invite top management to participate