

Pre Tradeshaw Checklist

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- Register for the Trade Show (Attendee, Exhibitor etc.)
- Register for your booth if you are exhibiting (there are usually early bird discounts)
- Determine booth staff and register them for the show
- Book flights and travel
- Book hotel rooms for your team
- Plan your booth space (furniture, display, marketing materials)
- Will you need electricity in your booth? Do you have enough powerbars and extension cords?
- Will you need AV equipment? Will you bring your own or rent from the show?
- What marketing materials do you need? (signage for booth, pop-up posters, brochures, sell sheets, business cards etc.)
- Plan your promotional items
- Have a method to collect attendee info? (Scanning badges, container for business cards, etc.)
- Samples: What materials will you display at the show? Do you need to have items made?
- Marketing materials: Will you be giving out takeaways (tshirts, hats, cups, pens etc.) or simply handouts, brochures, etc?
- Are you doing a giveaway/ contest of any kind to drive traffic to your booth?
- Get the word out: Tell people you're attending the show, invite customers, prospects and suppliers to the show. (ask people to make an appointment to ensure you have time to talk with everyone, YouCanBook.me makes this super easy)
- Pre-show e-mailings
- Schedule meetings
- Pack all Trade Show supplies that you'll need
- Perfect your elevator pitch. Know what you want to talk about and be able to pitch your company in 2 minutes.



Post Show

- Place all your contacts into a spreadsheet or CRM
- Define who will follow up personally and date for followup
- Add all others to a specific show based "drip email" campaign
- Add them to your generic drip email list
- Create a complete expense summary
- Build out ROI calculations based on deal flow