

### Trade Show Organization Checklist

<b>Show:</b>			
<b>Dates:</b>			<b>Location:</b>
<b>Show Captain:</b>			
<b>Booth Staffers:</b>			
Task	Date Completed	Cost	Comments
<b>1. Trade Show Application Form</b>			
a. Complete and mail trade show application form	__/__/__	\$_____	
b. Submit deposit	__/__/__	\$_____	
c. Finalize payment	__/__/__	\$_____	
d. Request booth location	__/__/__	\$_____	
<b>2. Exhibitor Package Forms</b>			
a. Audio visual rentals	__/__/__	\$_____	
b. Carpet rental	__/__/__	\$_____	
c. Cleaning	__/__/__	\$_____	
d. Computer rental	__/__/__	\$_____	
f. Electrical	__/__/__	\$_____	
g. Floral	__/__/__	\$_____	
h. Furniture	__/__/__	\$_____	
i. Labor	__/__/__	\$_____	
j. Lead retrieval system	__/__/__	\$_____	
k. Photography	__/__/__	\$_____	
l. Plumbing	__/__/__	\$_____	
n. Security	__/__/__	\$_____	
o. <a href="#">Signage</a>	__/__/__	\$_____	
p. Telephone rental	__/__/__	\$_____	
q. Temp personnel	__/__/__	\$_____	
<b>3. Show Promotions</b>			
a. <a href="#">Pre-show Direct mailing</a>	__/__/__	\$_____	

b. <a href="#">Promotional Giveaways</a>	__/__/__	\$_____	
c. Crowd attraction props	__/__/__	\$_____	
d. <a href="#">Advertising</a>	__/__/__	\$_____	
e. Customer hospitality	__/__/__	\$_____	
f. Kiosk space	__/__/__	\$_____	
g. Press kits	__/__/__	\$_____	
h. Sponsorships	__/__/__	\$_____	
<b>4. Booth Evaluation</b>			
a. Checked and ready	__/__/__	\$_____	
b. Repairs completed (if any)	__/__/__	\$_____	
c. Special show graphics	__/__/__	\$_____	
Task	Date Completed	Cost	Comments
<b>5. Literature and Other items to Pack</b>			
a. Show evaluation forms	__/__/__	\$_____	
b. Lead sheets	__/__/__	\$_____	
c. Return shipping labels and forms	__/__/__	\$_____	
d. Power strip/extension cords	__/__/__	\$_____	
e. Extra light bulbs	__/__/__	\$_____	
f. Trade show tool kit	__/__/__	\$_____	
g. Miscellaneous	__/__/__	\$_____	
<b>6. Travel and Transportation</b>			
a. Hotel reservations	__/__/__	\$_____	
b. Airfare	__/__/__	\$_____	
c. Car rental	__/__/__	\$_____	
<b>7. Shipping</b>			
a. Carrier selected	__/__/__	\$_____	
b. Shipping forms completed	__/__/__	\$_____	
c. Pre-payment submitted (if necessary)	__/__/__	\$_____	

d. Pick-up date set	__/__/__	\$_____	
e. Shipped to show	__/__/__	\$_____	
f. Shipped to storage	__/__/__	\$_____	
g. Return shipping arranged	__/__/__	\$_____	
h. Return shipping labels completed	__/__/__	\$_____	
<b>8. Post Show Follow-up</b>			
a. Follow up letters mailed	__/__/__	\$_____	
b. Fulfillment packages mailed	__/__/__	\$_____	
c. Leads qualified	__/__/__	\$_____	
d. Leads distributed	__/__/__	\$_____	
<b>9. Comments for next show :</b>			