

HOW TO PREPARE

FOR A TRADE SHOW

BEFORE THE TRADE SHOW	WHEN LEAVING FOR THE SHOW	AT THE TRADE SHOW	AFTER THE TRADE SHOW
SET OBJECTIVES: Define clear, measurable goals (e.g., leads, brand awareness). BUDGET PLANNING: Prepare a budget covering booth rental, construction, travel, marketing, and contingency funds. STAND DESIGN & CONSTRUCTION Design a stand that reflects your brand and attracts attention. Plan the layout for displays, engagement areas, and storage. Ensure compliance with safety and event regulations	 LOGISTICS & SHIPPING: Arrange shipping for booth materials, products, and equipment. Ensure items are properly packed to prevent damage. SET-UP COORDINATION: Coordinate with stand contractors for smooth set-up and dismantling. UTILITIES & EQUIPMENT CHECK: Ensure all utilities (electricity, internet) and equipment are arranged and tested. 	 ENGAGE VISITORS: Use interactive displays, contests, and giveaways to attract visitors. Capture leads using digital tools and apps. MONITOR & ADAPT: Track visitor traffic and adjust strategies as needed. MAINTAIN BOOTH APPEARANCE: Keep the booth clean, organized, and stocked with marketing materials. STAFF BRIEFING: Conduct daily briefings to align on goals and updates. 	DEBRIEF & EVALUATE: • Review performance against objectives and identify areas for improvement. FOLLOW-UP: • Prioritize leads and follow up with personalized emails and calls. EVALUATE ROI: • Compare costs against generated leads, sales, and other metrics to assess ROI.
 PRE-SHOW MARKETING: Promote your participation via social media, email, and direct invitations. Engage with media for press coverage. PRODUCT AND SERVICE PREPARATION:		NOTES	
Select key products/services to showcase. Prepare engaging demos and informative materials. STAFF TRAINING: Train staff on product knowledge, lead capture, and booth etiquette.			