



TRADE SHOW CHECKLIST

Show: _____ Location: _____

Dates: _____

Show Captain: _____

Booth Staffers: _____

Task	Date Completed	Cost	Comments
1. The Application Form			
a. Form completed and mailed			
b. Deposit payment submitted		\$	
c. Remainder of space fee paid		\$	
d. Booth locations requested			
2. Exhibitor Package Forms			
a. Audio visual rentals		\$	
b. Carpet rental		\$	
c. Cleaning		\$	
d. Computer rental		\$	
e. Drayage		\$	
f. Electrical		\$	
g. Floral		\$	
h. Furniture		\$	Items selected:
i. Labor		\$	
j. Lead retrieval system		\$	
k. Photography		\$	
l. Plumbing		\$	
m. Riggers		\$	
n. Security		\$	
o. Signage		\$	
p. Telephone rental		\$	
q. Temp personnel		\$	
3. Show Promotions			
a. Pre-show mailing		\$	
b. Show giveaways/premiums		\$	
c. Advertising		\$	
d. Customer hospitality		\$	
e. Kiosk space		\$	
f. Press kits		\$	
g. Sponsorships		\$	
4. Booth			
a. Checked and ready			
b. Repairs completed (if any)		\$	
c. Special show graphics		\$	
d. Literature racks packed		\$	

Task	Date Completed	Cost	Comments
5. Literature and Other Items to Pack			
a. Packed and ready		\$	Items selected:
b. Show evaluation forms		\$	
c. Lead sheets		\$	
d. Return shipping labels and forms			
e. Power strip/extension cords		\$	
f. Extra light bulbs		\$	
g. Trade show tool kit		\$	
h. Miscellaneous		\$	
6. Booth Staff			
a. Hotel reservations		\$	
b. Airfare		\$	
c. Ground transportation		\$	
d. Training refresher		\$	
7. Shipping			
a. Carrier selected			
b. Shipping forms completed			
c. Pre-payment submitted (if necessary)		\$	
d. Pick-up date set			Details:
e. Shipped to show		\$	
f. Shipped to storage		\$	
g. Return shipping arranged		\$	Details:
h. Return shipping labels completed			
8. Post Show Follow-up			
a. Letters written			
b. Fulfillment packages mailed		\$	
c. Leads qualified		\$	
d. Leads distributed			
9. Comments for next show:			