

Trade Show Checklist.

PHASE 1

6–12 months before the trade show.

Setting the strategic course — “Mission: trade show objectives”

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| ☐ Define your trade show goal
Do you want to generate leads, look after existing customers or strengthen your brand? Set clear KPIs! | ☐ Plan the budget
Factor in stand fees, travel costs, promotional material & staff. Secure early-bird discounts! |
| ☐ Choose the right trade show
Check visitor profiles, exhibitor numbers and competitors. | ☐ Book your stand
The earlier the better! Prime locations sell out fast. |
| ☐ Plan travel and accommodation
Who travels when? Booking early saves real money! | ☐ Record dates and deadlines
A dedicated section in your checklist helps you keep track. |

INSIDER TIP

Trade show organisers often offer discounted hotel allocations – it pays to ask!

PHASE 2

3–6 months before the trade show.

Your stand as a crowd-puller — “Mission: customer magnet”

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| ☐ Finalise the stand concept
Clean & professional or creative & eye-catching? Your CI should be clearly recognisable. | ☐ Produce marketing material
Flyers, banners, business cards, giveaways: what suits your target group? |
| ☐ Plan the technical set-up
Do you need monitors, tablets, Wi-Fi or special lighting installations? | ☐ Start promotional activities
Tease your appearance on social media, in mailings or with exclusive VIP invitations. |
| ☐ Prepare any talks or demos
Which USPs do you want to present? A punchy pitch is worth its weight in gold! | ☐ Set up a lead management system
Digital visit reports and a CRM connection make follow-up easier. |

GAMECHANGER

Interactive elements such as prize draws or live demos keep visitors at your stand for longer!

PHASE 3

1 month before the trade show.

The hot phase begins! — “Mission: perfect timing”

- ☐ **Arrange meetings & appointments**
Use trade show apps or email campaigns to reach out in a targeted way.
- ☐ **Check the technology**
Do Wi-Fi, presentations and displays work? Better to test beforehand than despair at the show.
- ☐ **Pre-plan social media posts**
Teaser posts increase footfall!
- ☐ **Run a team training**
Who pitches what? Which arguments land? Now is the time for a sales training!
- ☐ **Finalise the packing list**
Forget nothing: adapters, charging cables, emergency kit (blister plasters, snacks, power bank).

EXTRA TIP

A “trade show emergency box” with gaffer tape, spare cables and snacks can save the day!

PHASE 4

On the day of the show.

Showtime — “Mission: a successful appearance”

- ☐ **Be at the stand early**
One last check that everything is in place.
- ☐ **Capture leads consistently**
Handwritten notes are old school – use digital solutions!
- ☐ **Start the follow-up**
Filter and prioritise the first leads, prepare follow-ups.
- ☐ **Daily team briefing**
Go through goals and to-dos. Who takes on which task?
- ☐ **Create live content**
Post videos, photos & stories straight from the show!

PRO TIP

Anyone who starts following up only after the show loses up to 80% of the potential!

PHASE 5

After the show.

The final push for success — “Mission: lasting impact”

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Qualify leads and start following up

Who has real potential? Following up quickly shows professionalism!

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Analyse the costs

Was the investment profitable? Which budgets should be adjusted?

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Post a social media recap

Share the highlights of the show with your community

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Measure your results

Were the trade show goals met? What can be improved?

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Document learnings for the next show

Lock in what worked and avoid mistakes!

EXCLUSIVE TIP

A personal thank-you to promising contacts sets you apart from the crowd!