



YOUR TRADE SHOW COUNTDOWN CHECKLIST

(*This countdown is tailored for big trade shows. For smaller events and budgets, adapt the timeline and action items accordingly)

12 Months Before the Trade Show:

- Define your objectives and goals for the event.
- Research and select the trade shows that align with your target audience and industry.
- Determine booth size and location, and secure booth space.
- Develop a preliminary budget, including estimated expenses for booth rental, travel, and marketing materials.
- Check for speaking and sponsorship opportunities.

11 Months Before the Trade Show:

- Make hotel reservations including change and cancellation options.
- Create a detailed timeline and project plan for the event.
- Re-check for speaking and sponsorship opportunities, in case it was too early last month.
- Check regarding the signage.



10 Months Before the Trade Show:

- Begin planning the display. Check if you can have your old one refurbished, or if you need a new one.
- Consult with a display production company.
- Check show regulations.

9 Months Before the Trade Show:

- Have a planning session with your team.
- Choose a theme and main message to resonate with the show attendees and make you rise above the noise.
- Think of audience magnets. Check that they are within the trade show regulation norms. Be creative - it's not only about the budget, but about an out-of-the-box idea.
- Kick-off booth design. Check if it needs the show management's approval.
- Review and update your budget based on confirmed expenses and estimates.

8 Months Before the Trade Show:

- Finalize booth design.
- Consult with the display production company to make sure they are on schedule.



7 Months Before the Trade Show:

- Work with your team on products for display. Coordinate it with the design and development teams.
- Brainstorm what video to put on the main booth screen. Contact the video production company to brief them about the idea and set the deadlines.

6 Months Before the Trade Show:

- Consult with display production on the status. Finalize any design issues.
- Make a list of the collateral for the show. Start working on the content that reflects the main theme.
- Take care of the signage.
- Think over swag ideas and search for suppliers. Once the selection is made, order the swag.
- Order any equipment needed for the show. As well as a badge scanner.
- Contact restaurants in the vicinity for reservations for each night during the show, enough for the staff and the guests.



5 Months Before the Trade Show:

- Assign booth personnel.
- Make flight reservations including cancellation/change options.
- Fill out advanced registration forms for your personnel. Take care of their passes, client passes, and discounted passes for your audience on social networks.
- Meet with the team for updates and status reports.
- Design promotional materials, signage, and swag.
- Begin finalizing details for any special events or presentations planned for the trade show.

4 Months Before the Trade Show:

- Work with the PR company to issue press releases.
- Call the shipment company to arrange the shipment of all the exhibit materials.
- Finalize any remaining details for special events or presentations.
- Book the photographer or assign one of the team members to take videos and pictures. Train him/her properly.
- Check on the video production and finalize the outstanding action items.



3 Months Before the Trade Show:

- Submit all necessary forms for services: furniture, carpeting, cleaning, electricity, labor, internet, and security.
- Plan the preshow marketing campaign.
- Confirm booth setup and teardown schedule with event organizers.
- Ship booth materials and promotional materials to the trade show venue.
- Schedule any necessary training sessions or rehearsals for special events or presentations.
- Coordinate with event organizers to address any last-minute questions or concerns.
- Start preparing staff training materials and schedules for booth duty.
- Make sure your PR company contacts the show media partners to set up interviews during the show.
- Upload the press releases to the show's digital platform and website.

2 Months Before the Trade Show:

- Confirm all travel arrangements and accommodations for staff attending the trade show.
- Conduct a final review of your marketing plan and promotional efforts to ensure maximum visibility and engagement.
- Get access to the show's digital networking platform. Map the audience.
- Start outreach on LinkedIn to catch up with those prospects who have announced their attendance at the show.



1 Month Before the Trade Show:

- Begin pre-show marketing efforts to generate buzz and attract attendees:
 - Mail personalized invitations to prospects and customers
 - Begin the social media campaigns unveiling your presence at the show
- Start the outreach on the platform to set up 1:1 meetings. Back up this activity this activity on LinkedIn and with cold calling.
- Insure your exhibit.
- Confirm all booth staffing schedules and assignments, making any necessary adjustments as needed.
- Review your budget one last time to ensure all expenses are accounted for and within budget.

1 Week Before the Trade Show:

- Follow up with your prospects to confirm the scheduled meetings.
- Obtain the latest attendee list 48 hours before the event and pass it on to salespeople attending the show to prospect the new registrants.

During Trade Show:

- Arrive at the trade show venue early to set up your booth and ensure everything is in place.
- Conduct a final briefing with booth staff to review objectives, strategies, and expectations for the event.
- Take notes and gather feedback throughout the event to improve future trade show strategies and improvements.



- Conduct debriefing sessions with the team every evening.
- Photos & Short Videos: take pictures and short videos (6-7 sec) in landscape mode starting right before the event and throughout the event, thus creating a story about your participation.
- Collect all prospect/lead information to use for Leads List creation.
- Engage with influencers and known industry professionals. Take pictures and videos.
- Send the video materials to your marketing team daily so that they can post them during the event on social media.

Post Trade Show:

- Create a Leads List with all the contact details and upload it to your CRM.
- Make a debrief session after the event, and send the summary.
- The sales team should qualify the leads and schedule demos/meetings that can lead to opportunities.
- Publish an "It's a Wrap" post on social media with a photo collage or a 45-second video, that tells the story of the event from beginning to end. Emphasize the main takeaways.
- Follow up with the Sales team 10-15 days after the event to re-assess lead qualification and ongoing status.