

12 Months Before

- Figure out your purpose for attending the trade show
- Take a look at the floor plan, to select a space to rent
- Read through the contract, making sure you understand the payment schedule, terms, rules and space assignment methods
- Apply for your space and make your deposit
- Budget for the show

6 Months Before

- Figure out what you want to accomplish with your exhibit
- Choose vendors for your booth, including suppliers and a transportation company
- Design a new exhibit if you need a new one or touch up an old one
- Plan out your advertising

4 Months Before

- Choose staff for your booth
- Make any reservations, including car, flight and hotel
- Choose products to display in your booth
- Figure out how you will handle inquiries
- Speak with the vendors you have chosen about your needs
- Finalize your exhibit design for a new exhibit
- Choose your exhibit supplier
- Begin your trade show advertising plan

3 Months Before

- Review the exhibit guide
- Go over your floor plan
- Plan your presentations or demonstrations you will use within the booth
- Make a list of any services you need
- Give copies of the plan to your staff
- Choose your catering options
- Turn in your authorization form for your exhibitor-appointed contractor
- Plan your pre-show meeting

2 Months Before

- Preview your new exhibit
- Finalize your graphics
- Order badges for your staff
- Order your lead forms
- Check on all your promotions to ensure they are on target
- Prepare the press kits
- Verify reservations for your entire staff, making any necessary changes
- Create a briefing packet for those who will staff your booth
- Schedule the training for your staff

1 Month Before

- Check on your shipments
- Check the schedule for installation and dismantling of your booth
- Confirm all travel reservations
- Follow up with vendors on the dates
- Send out all materials to ensure they arrive on time
- Distribute briefing and training materials to your staff

When You Arrive

- Check for the arrival of all shipments
- Check on reservations for hotel rooms and meeting rooms, as well as catering orders
- Locate the electrician and service area and confirm installation date and time
- Supervise the setup of the booth
- Brief and train your staff one day prior to the start of the trade show

During The Show

- Reserve a space for the following year
- Meet with your staff
- Arrange for booth dismantling and return shipping
- Send lead forms back to the office to be processed