

Trade Show Organization Checklist



(800) 688-3772

Show:			
Dates:		Location:	
Show Captain:			
Booth Staffers:			

Task	Date Completed	Cost	Comments
1. Trade Show Application Form			
a. Complete and mail trade show application form	__/__/__	\$____	
b. Submit deposit	__/__/__	\$____	
c. Finalize payment	__/__/__	\$____	
d. Request booth location	__/__/__	\$____	
2. Exhibitor Package Forms			
a. Audio visual rentals	__/__/__	\$____	
b. Carpet rental	__/__/__	\$____	
c. Cleaning	__/__/__	\$____	
d. Computer rental	__/__/__	\$____	
e. Drayage	__/__/__	\$____	
f. Electrical	__/__/__	\$____	
g. Floral	__/__/__	\$____	
h. Furniture	__/__/__	\$____	
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. Promotional Giveaways	__/__/__	\$____	
c. Crowd attraction props	__/__/__	\$____	
d. Advertising	__/__/__	\$____	
e. Customer hospitality	__/__/__	\$____	
f. Kiosk space	__/__/__	\$____	
g. Press kits	__/__/__	\$____	
h. Sponsorships	__/__/__	\$____	
4. Booth Evaluation			
a. Checked and ready	__/__/__	\$____	
b. Repairs completed (if any)	__/__/__	\$____	
c. Special show graphics	__/__/__	\$____	
Task	Date Completed	Cost	Comments
5. Literature and Other items to Pack			
a. Show evaluation forms	__/__/__	\$____	
b. Lead sheets	__/__/__	\$____	
c. Return shipping labels and forms	__/__/__	\$____	
d. Power strip/extension cords	__/__/__	\$____	
e. Extra light bulbs	__/__/__	\$____	
f. Trade show tool kit	__/__/__	\$____	
g. Miscellaneous	__/__/__	\$____	
6. Travel and Transportation			
a. Hotel reservations	__/__/__	\$____	
b. Airfare	__/__/__	\$____	
c. Car rental	__/__/__	\$____	
7. Shipping			
a. Carrier selected	__/__/__	\$____	
b. Shipping forms completed	__/__/__	\$____	

c. Pre-payment submitted (if necessary)	__/__/__	\$____	
d. Pick-up date set	__/__/__	\$____	
e. Shipped to show	__/__/__	\$____	
f. Shipped to storage	__/__/__	\$____	
g. Return shipping arranged	__/__/__	\$____	
h. Return shipping labels completed	__/__/__	\$____	
8. Post Show Follow-up			
a. Follow up letters mailed	__/__/__	\$____	
b. Fulfillment packages mailed	__/__/__	\$____	
c. Leads qualified	__/__/__	\$____	
d. Leads distributed	__/__/__	\$____	
9. Comments for next show :			