

TRADE SHOW CHECKLIST

Make Your Booth & Brand Pop with Goal-Driven Planning

- ☐ Submit booth application via event website and secure a high-traffic location.
- ☐ Define specific goals: brand exposure, lead generation, partnerships or a mix.
- ☐ Tailor messaging to attendee pain points and train your team on key talking points.
- ☐ Design booth collateral (backdrops, banners, videos) in alignment with event requirements.
- ☐ Prepare event-specific flyers with QR codes linking to lead-gen landing pages.
- ☐ Order business cards as well as branded swag like totes, pens and T-shirts.
- ☐ Incorporate interactive booth elements (e.g., live demos, games, raffles).
- ☐ Launch pre-show digital marketing campaigns via social media, email and press outreach.

Consider Sponsorship Opportunities

- ☐ Explore sponsoring cocktail hour, charging stations, keynotes, etc.
- ☐ Look into logo placements on the app, website or event signage.
- ☐ Consider distributing "room drops" with promo materials in attendees' hotels.
- ☐ Seek shoutouts or stage time during welcome sessions.
- ☐ Only choose sponsorships aligned with your strategic event goals.

Nail Down Your Lead Capture Process

- ☐ Leverage the trade show's badge-scanning tech to collect attendee contact info.
- ☐ Supplement badges with QR code-driven landing pages to further personalize lead capture.
- ☐ Ensure print collateral seamlessly guides visitors to your digital form.
- ☐ Feed the leads directly into your CRM or marketing automation tool.

Fuel Conversions with Consistent Follow-Up

- ☐ Reach out to leads in your CRM within 48 hours post-show, if possible.
- ☐ Set up a drip email campaign that continues the event narrative after initial follow-up.
- ☐ Trigger consecutive emails based on user behavior (opens, clicks, inactivity).
- ☐ Use your CRM to automate outreach and track lead progress.

