

Trade Show & Event Prep Checklist

Everything to lock down before showing up somewhere with your name on a booth.

6–8 Weeks Before

- ☐ Booth space confirmed, dimensions and location known
- ☐ Booth design/materials ordered
- ☐ Staff schedule drafted
- ☐ Goals set: leads collected, meetings booked, or brand visibility

2–3 Weeks Before

- ☐ Materials printed and packed
- ☐ Staff briefed on messaging, goals, and how to qualify a conversation
- ☐ Any pre-show outreach sent
- ☐ Shipping or transport arranged with enough lead time

Week Of

- ☐ Booth setup plan confirmed
- ☐ Lead capture method tested
- ☐ Team knows the daily schedule and break rotation

Day Of

- ☐ Booth staffed at all times during show hours
- ☐ Leads captured consistently, not just when someone remembers
- ☐ Quick daily debrief on what's working

After The Show

- ☐ Leads exported and followed up within a set window
- ☐ Debrief on what worked, what didn't
- ☐ ROI roughly calculated