



# TRADE SHOW MARKETING & LOGISTICS CHECKLIST

## PRE-SHOW MARKETING

- Promote booth space via LinkedIn and employee personal profiles
- Send eblasts to prospects and clients
- Update website with event info and booth number
- Announce participation on company social media channels



## TRADE SHOW PLANNING & BOOTH LOGISTICS

- Booth structure with branded artwork
- Carpet, table, chairs, and booth lighting
- Electrical hookups secured
- Audio/visual components: TV, DVD player, or tablets
- Refrigerator or cooler for refreshments (if applicable)
- Professional-quality banners and posters from BTA



## STAFF & TRAINING

- Select host/hostess and provide branded apparel
- Share event itinerary with staff
- Conduct pre-show staff training on messaging and lead collection



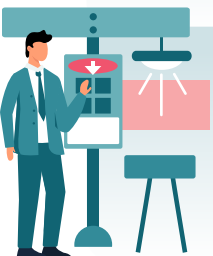
## GIVEAWAYS & COLLATERAL

- Branded promotional items for booth visitors
- Printed marketing literature: brochures, flyers, spec sheets
- Business cards and badge scanners or lead retrieval app



## ENGAGEMENT & AESTHETICS

- Ensure booth visuals are polished and attention-grabbing
- Keep the space clean, well-lit, and inviting
- Offer an interactive or hands-on element to draw traffic



## POST-SHOW FOLLOW-UP

- Send personalized emails to captured leads
- Connect with booth visitors on LinkedIn
- Share a show recap or photo gallery on social media
- Review show results with internal team and BTA for optimization

