

Trade Show Checklist



Pre-Show

PREPARE:

- Never go with less than two employees
- Ask the organizer for a promo code so you can invite high value prospects
- Make a list of all presenters, influencers, and media you are targeting
- Set up as many meetings as possible prior to the event

PROMOTE:

- Using both owned and paid media
- If you're speaking, promote your session with a discount code
- Encourage booth visits (promote booth number, if you have it)

PRESENTERS:

- Don't chase the keynote presenter
- Find connections and referrals to meet select presenters/influencers/media
- Offer them value: educate them, don't "sell" them

At the Event

- If you have a trade show booth:
 - Know set-up/tear-down times
 - Does the hall have security or will it need to be locked?
- Assume anything of value will be stolen
 - Never leave laptops or company info
- If multiple employees are attending, schedule shifts
 - Know the schedule: busy times, breaks, and how late the trade show floor is open
- Collect business cards
 - make notes: who they are and what you talked about

Post-Show

- Add all collected business cards to Salesforce
- Make sure all business cards are followed-up on within 7 days
- Keep an eye out for videos and professional photos to use on social, the website, and/or in content

Packing List

What's in your corporate bag?

- 2 power bars
- 2 extension cords
- Duct (gaffer) tape
- Additional product sheets
- Blank business cards
- Pens
- 2 sharpies
- Scissors
- Multi-head screwdriver
- Flashlight
- Adapters
- HDMI cables
- Mifi personal router
- Paper towel
- Cleaner

What's in your personal bag?

- Gel insoles
- Antiperspirant (for feet)
- Deodorant
- Toothbrush/toothpaste
- Purell
- Tylenol
- Band-Aids
- Tide pen
- Business cards
- Back-up power
- Water