

The Trade Show Prep Checklist

Walk into every show confident, organized, and ready to connect.

PRE-SHOW AUDIT

DISPLAYS & SIGNAGE

- ☐ Pop-up displays and banner stands
- ☐ Printed graphics
- ☐ Tension fabric displays
- ☐ Retractable banner stands
- ☐ Tabletop displays
- ☐ Literature holders and brochure displays

FURNITURE & TABLES

- ☐ Table covers and throws
- ☐ Folding tables
- ☐ Stools and chairs
- ☐ Counters and reception desks

LIGHTING

- ☐ LED spotlights and display lights
- ☐ Backlit display units
- ☐ Power cords and extension cables

TECHNOLOGY & MEDIA

- ☐ Laptop, tablet, or monitor
- ☐ Presentation files (device + backup)
- ☐ External monitor + correct cables
- ☐ Speakers
- ☐ Wi-Fi hotspot

COLLATERAL & MARKETING MATERIALS

- ☐ Brochures and sell sheets
- ☐ Business cards
- ☐ Samples
- ☐ Giveaways and branded merchandise
- ☐ Order forms or QR codes

SHOW KIT ESSENTIALS

- ☐ Zip ties and bungee cords
- ☐ Gaffer tape
- ☐ Scissors and a box cutter
- ☐ Hook-and-loop fastener strips
- ☐ Marker and pen
- ☐ Power strip / surge protector
- ☐ Hand truck or dolly
- ☐ Safety pins
- ☐ Paper towels and surface cleaner
- ☐ First aid kit
- ☐ Snacks and water

DAY-OF SETUP

- ☐ All frames assembled and level
- ☐ Graphics tensioned — no bubbles or gaps
- ☐ Lighting on and aimed correctly
- ☐ Table cover smooth and centered
- ☐ Literature holders stocked
- ☐ Tech powered on and tested
- ☐ Collateral arranged
- ☐ Giveaways accessible (not cluttering)
- ☐ Business cards visible and within reach
- ☐ Visitor's eye view done

POST-SHOW

- ☐ Photograph your booth setup
- ☐ Note damaged or worn items
- ☐ Enter leads in CRM (24–48 hrs)
- ☐ Pack displays carefully
- ☐ Order replacements