

Plan, Prepare, Succeed!

A Comprehensive Timeline for Planning Your Trade Show



12+ MONTHS OUT

Set goals, choose the right show, book a prime booth location, and establish your budget.



9 - 6 MONTHS OUT

Define measurable goals, design your booth, plan marketing materials, and order giveaways.



Pro-Tip: Unsure of what pieces you might need, or how the displays will fit and look in your space? Let our [booth design consultants](#) assist with planning your booth.

3 - 1 MONTHS OUT

Double-check venue services, train your team, and schedule key meetings.
Assembling booth fixtures at the show?
Do a run-through with the team to understand time, tools and layout.



6 - 4 MONTHS OUT

Finalize booth graphics, arrange travel, confirm logistics, and launch marketing campaigns.

TRADE SHOW

Engage your attendees, refine your pitch, and capture leads effectively.



AFTER TRADE SHOW

Follow up with leads, analyze results, and refine your strategy for the next event.

Pro-Tip: We can help here too! Our team of designers can help amplify your brand voice with [custom designed graphics](#).

Maximize Your Impact with displays that work as hard as you do, only at Displays2go!

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