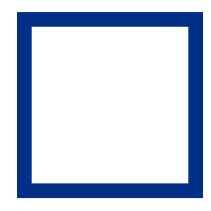
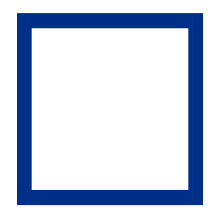


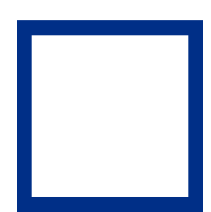
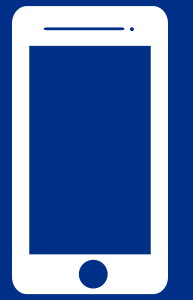
MY TRADE SHOW PREPARATION CHECKLIST



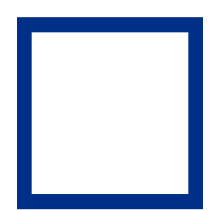
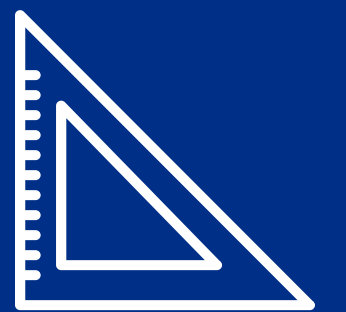
Outline the overall budget and track consistently.



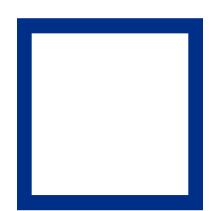
Set reminders for deadlines. Define goals.



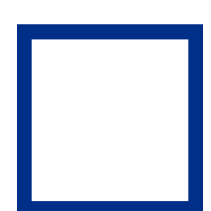
Build the booth design and set up. Design graphics



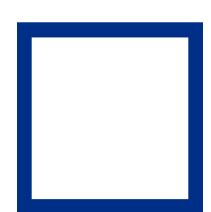
Design the marketing plan. Start at least 90 days prior.



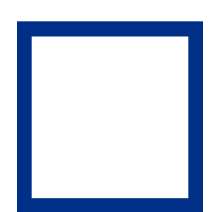
Designate staff and responsibilities. Coordinate accommodations.



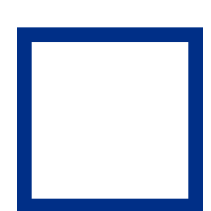
Plan for logistics and shipments. Create list of non-shipping items.



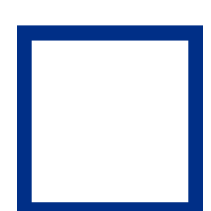
Confirm all services, dates, and times.



Pre-show meetings and equipment testing.



Build a back up USB with contacts and files.



Measure your results.



DISPLAYS2GO