

TRADE SHOW CHECKLIST

What are the things you need to think of when exhibiting at an event or exhibition? With this trade fair checklist you won't forget a thing!

Before the exhibition

- Set your exhibition goals
- Define your target audience
- Draw up the budget
- Prepare the briefing for the stand builder
- Train your booth crew
- Write a communication plan
- Formulate a plan of action

During the exhibition

- Instruct your booth crew
- Test the equipment
- Check the booth inventory
- Make sure the catering is ready
- Prepare the follow up
- Take care of your visitors
- Evaluate daily

After the exhibition

- Write an action list for the follow up
- Complete de final financial statement
- Conduct an internal and external evaluation
- Share the outcome of the evaluation with your colleagues