

# Planning for the perfect tradeshow.

Your exhibiting journey starts here. Check 'em off as you go.

## Exhibitor Basics

- Booth reservation confirmation
- Floor plan with booth location
- Shipping arrangements (incoming & outgoing)
- Electrical and internet needs
- Display materials (signage, banners, tablescapes, etc.)**

## Marketing Materials

- Brochures, flyers,** and product information
- Presentation materials (if applicable)
- Business cards and **name tags**
- Order promotional **giveaways**



## Booth Staff

- Staff schedule and assignments
- Talking points
- Team uniforms**
- Comfortable shoes (we can brand these too!)

## Lead Retrieval

- Event supplied app or program
- Self-found app or program



# Time to shine.

Check these off during and after your event.

## Essentials

- First-aid kit (branded minis are a great giveaway idea!)
- Cash for small purchases
- Power strips and extension cords
- Cleaning supplies (wrinkle releaser, wipes)
- Speaker for jams**

## Promotional Items

- Swag and giveaways
- Contest or raffle items (if applicable)

## Follow-Up Like a Pro

- Download your leads
- Send a thank you email to booth visitors
- Send them something that will resonate!**

