

Trade Show Exhibitor Checklist

Make trade show planning a breeze with this exhibitor checklist! Fill in the blanks to fit your needs and the nature of the event you are attending. Happy exhibiting!

Pre-Show Planning

- Event registration confirmation
- Permits and licenses
- Exhibitor insurance from ACT
- Maps and directions
- Travel and accommodation details
- Trade show agenda and schedule
- Loading and unloading zones/times
- Booth design and layout
- Product samples and inventory
- Team assignments and schedule
- _____
- _____
- _____
- _____

Booth Setup

- Wagon or handcart to transport items
- Tables and chairs
- Display stands and decor
- Singange and branded visuals
- Lighting or spotlights
- Secure storage for inventory
- Extension cords and power strips
- AV equipment
- Tools for set-up and take-down
- Tape, zip ties, etc. for repairs
- Safety equipment (first aid supplies)
- Cleaning supplies
- Backup booth supplies
- Price tags and labels
- Packaging materials
- Cash float (change + small bills)
- POS / credit card processing
- Weather protection (for outdoor events)
- Optional: portable steamer for wrinkles
- _____
- _____
- _____
- _____

Marketing Materials

- Flyers and brochures
- Business cards
- Giveaways, freebies, or swag
- Lead forms and QR codes
- Mailing list and social media sign-ups
- Presentations or digital visuals
- Press or media kits
- Sales pitches and talking points
- _____
- _____
- _____
- _____

Trade Show Essentials

- Branded uniforms and badges
- Snacks and water
- Notebook or tablet
- Charging station
- Hand sanitizer
- Trash bags
- Tissues
- Mints or gum
- Money for meals
- _____
- _____
- _____
- _____

Trade Show Essentials

- Shipping materials
- Follow-up emails
- Thank you cards
- Social media posts
- Key takeaways and notes
- Lead management plan
- _____
- _____
- _____
- _____

