



Launch Engineering
Part art. Part science.

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Trade show check list

While not complete for every company, use this as a beginning to your own organisational trade show or exhibition checklist.

- | | | |
|---|---|---|
| <input type="checkbox"/> Product as agreed | <input type="checkbox"/> Dustpan & Brush | <input type="checkbox"/> Wholesale Price List |
| <input type="checkbox"/> Truck organised? | <input type="checkbox"/> Calculators | <input type="checkbox"/> Product List |
| <input type="checkbox"/> Show paid for? | <input type="checkbox"/> Room freshener | <input type="checkbox"/> Sticky tape |
| <input type="checkbox"/> Staff briefed? | <input type="checkbox"/> Mobiles and Shelf Talkers | <input type="checkbox"/> Notebook |
| <input type="checkbox"/> Accommodation arranged? | <input type="checkbox"/> More than enough posters | <input type="checkbox"/> Marking Pens: 1 x black, 1 x red |
| <input type="checkbox"/> Electricity ordered? | <input type="checkbox"/> Complete collateral collection | ----- |
| <input type="checkbox"/> Display panels - organised | <input type="checkbox"/> Premiums | Sales & Marketing Ideas: |
| <input type="checkbox"/> Display & sign - logo | <input type="checkbox"/> Stockist lists | Invite existing customers to visit your stand... particularly if you are doing someone 'new'. |
| <input type="checkbox"/> Equipment | <input type="checkbox"/> Wholesale List | Issue a news release – especially if your have a business that markets to the wider community and may be of interest to radio and metropolitan newspapers |
| <input type="checkbox"/> Graphics, display (list sep, if necessary) | <input type="checkbox"/> Retail Call/ Transfer Order Forms | Make announcements of improvements, changes, new products at the show... get attention away from competitors. |
| <input type="checkbox"/> Flooring | <input type="checkbox"/> Promos & giveaways | Study competitors – a great way to see what they believe is there best foot forward. |
| <input type="checkbox"/> Double sided sticky tape | <input type="checkbox"/> More than enough promotional brochures | Be nice! To everyone! Be on your best behavior, and ready for anything. |
| <input type="checkbox"/> Storage | <input type="checkbox"/> Trade Packs | Stay sober! |
| <input type="checkbox"/> Shelving | <input type="checkbox"/> More than enough Carrier Bags | |
| <input type="checkbox"/> Lighting | <input type="checkbox"/> Features and Benefits | |
| <input type="checkbox"/> Tools eg. Allen keys | <input type="checkbox"/> Biro pens | |
| <input type="checkbox"/> Velcro | <input type="checkbox"/> Good pens | |
| <input type="checkbox"/> Scissors | <input type="checkbox"/> Block pads | |
| <input type="checkbox"/> Order forms | <input type="checkbox"/> First Aid kit | |
| <input type="checkbox"/> Negotiation seating & table | <input type="checkbox"/> Plastic cups | |
| <input type="checkbox"/> Spare cartons | <input type="checkbox"/> Drinks | |
| <input type="checkbox"/> Trolley | <input type="checkbox"/> Dusters and Polish | |
| <input type="checkbox"/> Stanley knife | <input type="checkbox"/> Tape Gun | |
| <input type="checkbox"/> Step ladder | <input type="checkbox"/> More than enough Retail Price Lists | |
| <input type="checkbox"/> Petty Cash | <input type="checkbox"/> Export Price List | |
| <input type="checkbox"/> Name Badges | | |
| <input type="checkbox"/> Business Cards | | |