the complete trade show checklist for exhibitors

B2B organizations thrive at trade shows, which offer targeted exposure to industry professionals and facilitate brand building, real-time feedback, and lead generation. These events enable networking, idea exchange, and insights into trends and innovations, fostering growth and informed decision-making.

Use this checklist to effectively plan your next trade show and ensure a successful and engaging experience for you and everyone you connect with.

trade show attendance planning

9-12 MONTHS BEFORE

- Choose the shows with the best ROI to attend
- O Develop a budget and outline expected costs
- Reserve booth space

6-9 MONTHS BEFORE

- Finalize budget and costs
- O Design booth and marketing materials
- Plan pre-show marketing activities

3-6 MONTHS BEFORE

- Confirm booth design and order
- Select and train staff to attend
- Set measurable goals

1-3 MONTHS BEFORE

- Finalize logistics and accommodations
- Execute pre-show marketing and follow-ups
- Prepare promo items and booth materials

A FEW WEEKS BEFORE

- Conduct final staff training
- Verify logistics and booth details
- O Communicate team goals and expectations

pre-show tactics

- Plan and order your booth equipment Equipment may include but is not limited to - backdrops, popup banners, podiums, table cloths
- Develop and prepare marketing collateral for print production Marketing collateral may include but is not limited to - company brochures, product or service sales sheets, business cards, give-a-way materials
- Create video loop (if applicable)
- O Create LinkedIn ads to promote your involvement
- Create geo-targeting ads
- Create email campaign to support registrations and booth traffic
- Promote involvement organically on social media



in-show tactics

- Arrive early
- Ensure you have all booth and marketing materials
- O Post on social media Actively engage with your
- booth visitors Collect contact information
- Network throughout the event
- registrations and booth traffic

O Send out email reminder to support

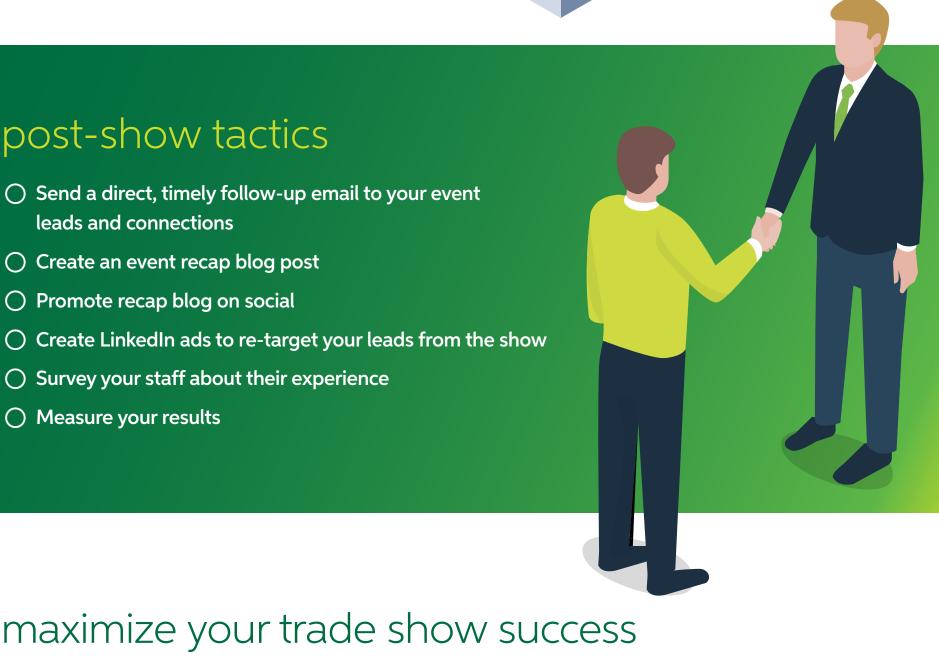


TIPS FOR COLLECTING CONTACT INFO DURING THE EVENT

- Set up digital lead capture forms on tablets or touchscreens • Encourage business card
 - exchanges Host contests and
 - giveaways • Request sign-ups for
 - product demos and presentations

post-show tactics O Send a direct, timely follow-up email to your event

- leads and connections Create an event recap blog post
- Promote recap blog on social
- Create LinkedIn ads to re-target your leads from the show
- Survey your staff about their experience
- Measure your results



Event and trade show marketing has transformed into a powerful combination of in-person

and virtual experiences that maximize impact. Sagefrog helps B2B organizations seize these opportunities with comprehensive pre-to-post show strategies, including email campaigns, theme development, booth design, marketing collateral, giveaways, program ad placements, sponsorships, and attendee follow-ups. end-to-end show strategy trade show booths virtual event

from this checklist into a winning strategy

tailored to your business.

CONNECT NOW

파順 & displays

sagefrog.com | success@sagefrog.com | (215) 230 9024



marketing