

# 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
- Develop a budget and outline expected costs
- Reserve booth space

### 6-9 MONTHS BEFORE

- Finalize budget and costs
- 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
- 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)
- 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
- Post on social media
- Actively engage with your booth visitors
- Collect contact information
- Network throughout the event
- Send out email reminder to support registrations and booth traffic



### 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

- 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



## maximize your trade show success

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.



trade show booths & displays



end-to-end show strategy



virtual event marketing

Let's work together to turn the insights from this checklist into a winning strategy tailored to your business.

[CONNECT NOW](#)

[sagefrog.com](http://sagefrog.com) | [success@sagefrog.com](mailto:success@sagefrog.com) | (215) 230 9024



©2023 Sagefrog Marketing Group, LLC. All Rights Reserved