

CHECKLIST

Trade Show Preparation

Goals and KPIs

- define business objectives for participation
- establish KPIs (leads, meetings, conversion rate, sales value)
- set thresholds: minimum / target / ambitious
- assign KPIs to activities (stand / marketing / sales)

Strategy and Scope

- define the role of trade shows within the sales funnel
- plan four key areas: stand / communication / leads / follow-up
- assign responsibilities for each area

3-6 Months Before

- select the event and reserve exhibition space
- set the budget (stand, marketing, logistics)
- choose a stand execution partner
- develop the creative concept for the stand
- plan marketing communication
- book accommodation and transport

1-2 Months Before

- finalize the stand design
- production (graphics, structures, multimedia)
- prepare marketing materials
- order promotional gadgets
- prepare demo and presentations
- test the lead collection system
- train the team

Final Week

- verify transport and stand assembly
- check completeness of materials
- assign roles to the team
- test equipment and software
- confirm work schedule

On-site Stand and Communication

- clear core message
- consistency with visual identity
- message readability (from a distance)
- alignment with target audience

CHECKLIST

Trade Show Preparation

Promotional Materials

- leaflets / catalogs
- sales presentations
- business cards
- QR codes linking to online materials
- audience-tailored promotional gadgets

Demo and Sales

- prepared demo (live / video)
- conversation scenarios
- FAQ list with answers
- engaging elements (interaction)

Leads and Sales

- lead collection tools (apps / forms / scanners)
- CRM integration
- lead qualification (need / budget / timeline / decision-making authority)
- marketing consents and GDPR compliance
- lead handover to sales \leq 48h
- assignment and prioritization of contacts

Pre-event Communication

- email campaigns
- social media
- client invitations
- meeting scheduling
- industry publications

Post-event Follow-up

- sending thank-you messages
- sales outreach
- nurturing campaigns
- performance and KPI analysis

Readiness Audit (Final Check)

- completeness of materials
- stand and transport readiness
- trained team (roles / scenarios / reporting)
- functioning lead system + CRM
- data backup