

Trade Show Booth Logistics Checklist

Pre-Show Planning

- ☐ Register for the trade show
- ☐ Book booth space
- ☐ Review exhibitor manual
- ☐ Reserve lodging and travel
- ☐ Order booth supplies/rentals
- ☐ Arrange shipping for booth materials
- ☐ Schedule booth staff
- ☐ Plan marketing and promotional materials
- ☐

Booth Materials & Equipment

- ☐ Booth structure/displays
- ☐ Signage and banners
- ☐ Table and chairs
- ☐ Lighting
- ☐ Extension cords/power strips
- ☐ Giveaways/promotional items
- ☐ Marketing collateral (brochures, business cards, etc.)
- ☐ Lead retrieval forms/devices
- ☐

Onsite Logistics

- ☐ Move-in times confirmed
- ☐ Booth installation scheduled
- ☐ Staff badges/registration collected
- ☐ Wi-Fi/connectivity arranged
- ☐ Test booth tech and displays
- ☐ Arrange storage for cases/crates
- ☐

Post-Show Tasks

- ☐ Booth teardown and packing
- ☐ Return rental items
- ☐ Ship out booth materials
- ☐ Follow up with leads
- ☐ Conduct debrief with team
- ☐ Evaluate event ROI
- ☐