


YOUR TRADESHOW SURVIVAL CHECKLIST



START WITH THE BASICS: BEFORE THE SHOW

Did you book plane tickets for you and your team?

☐ YES ☐ NO

 **Have you booked your booth space?**

☐ YES ☐ NO

- How big is your booth? _____

- Do you need electricity?

☐ YES ☐ NO

- Is electricity an additional cost?

☐ YES ☐ NO

- Do you need Wi-Fi access?

☐ YES ☐ NO

- Do you need a table? If yes, how big?

☐ YES ☐ NO

- Do you need chairs? If yes, how many?

☐ YES ☐ NO

- Do you need a table cloth?

☐ YES ☐ NO

What kind of environment do you want to create? (Music, any fragrance, special lighting, etc.?)

How many employees are you bringing? _____

Are they wearing branded apparel?

☐ YES ☐ NO

- What's the dress code?

WHO is your target audience?

What message do you want to send to your target audience?



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BEFORE THE SHOW CONTINUED...

How many people will be at the trade show? _____

What is your goal for this trade show?

What is your budget for booth décor and promotional giveaways? \$ _____

BUILD YOUR BRAND: PROMOTIONAL GIVEAWAYS

➔ What kind of promotional products do you want to hand out?

Do the items need to be safe for children? ☐ YES ☐ NO

Based on the number of attendees,
how many giveaway items do you need? _____

What type of branding do you need on your item?

☐ logo  ☐ text  ☐ logo and text  YOUR LOGO

Do you need a specific color? ☐ YES ☐ NO

- Is it a specific PMS color? _____

What is the **delivery date**? ____ / ____ / ____

What is the total cost of the order? \$ _____

**WE'RE HERE
TO HELP!**

Browse the "Tradeshow Giveaways" category at
www.qualitylogoproducts.com
or speak with our customer
service team to find the greatest
giveaways for your brand!



TIME TO PACK: WHAT YOU NEED TO BRING

- | | |
|--|---|
| <input type="checkbox"/> Scissors | <input type="checkbox"/> Batteries |
| <input type="checkbox"/> Packing Tape | <input type="checkbox"/> Comfortable Shoes |
| <input type="checkbox"/> Extension Cords | <input type="checkbox"/> Snacks (energy bars) |
| <input type="checkbox"/> Stapler | <input type="checkbox"/> Water Bottle |
| <input type="checkbox"/> Business Cards | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Hand Sanitizer | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Phone Chargers | <input type="checkbox"/> _____ |
| <input type="checkbox"/> Laptop Chargers | <input type="checkbox"/> _____ |

STEAL THE SHOW: WORK YOUR BOOTH

Keep your customers interested and engaged by:



Arriving early

Consider transportation time, finding the conference room, and allowing for last minute setup



Taking pictures during the show

Post on social media channels



If space allows, **have a separate discussion area** for any vendors or customers who express interest and want to learn/discuss more

ALMOST TO THE FINISH: FINAL WRAP-UP

What are you going to do with leftover giveaway items?

- ☐ Repurpose
- ☐ Trade
- ☐ Donate
- ☐ Recycle

Have you followed up with new contacts? ☐ YES ☐ NO

What are some notes for next time? (*where to improve, what you learned, etc.*)

NEED IDEAS?



Check out this blog post:
<http://qlp.promo/2iwTtee>

