

Tradeshow Checklist for Real Estate Photographers



Use this checklist before, during and after a tradeshow to maximize your leads and build lasting connections.

1 Before the Show

- Research the attendees and target booths (brokerages, real estate tech, etc.)
- Consider following attendees on social media and send a “Can’t wait to connect at the show” DM
- Look for free passes – check with partners like iGUIDE
- Prep your 30-second pitch: who you are, what you offer and why it matters
- Print business cards with a QR code to your portfolio or calendar
- Create tradeshow-only promo offers (e.g., 20% off first listing shoot)

3 During the Show

- Start conversations – don’t wait to be approached
- Use Instagram Stories to tag booths or share event highlights
- Jot down notes about who you talked to and their needs
- Offer your show-only promo on the spot

2 What to bring

- Portable portfolio (tablet or print samples)
- Branded, memorable swag (air fresheners, house shaped paper clips, mints, etc.)
- Eye-catching handouts (minizines, before-and-after postcards)
- QR code to your online booking calendar
- Short testimonials or review cards

4 After the Show

- Follow up within 48 hours with a personalized message
- Include a link to book a call or shoot. Mention the show promo—it’s good for X days!
- Organize a casual happy hour or strategy session nearby to reconnect
- Track who converts and how you met them for future reference