



# TRADE SHOW CHECKLIST

## EVENT DETAILS

<b>Name</b>	_____
<b>Organizer</b>	_____
<b>Type of Event</b>	_____
<b>Location</b>	_____
<b>Venue</b>	_____
<b>Booth Number</b>	_____
<b>Booth Dimensions</b>	_____
<b>Dates</b>	_____
<b>Times</b>	_____
<b>Website</b>	_____
<b>Facebook Page</b>	_____
<b>Instagram</b>	_____
<b>Contact</b>	_____
<b>Email</b>	_____
<b>Phone</b>	_____
<b>Website</b>	_____

# BOOTH DESIGN & LAYOUT

## Booth Elements

Created:

[Click Here to Access Design Templates](#)

## Monitor Display Pages

Saved to Drive:

iGUIDE Showcase page: <https://goiguide.com/showcase>

Company Booking Page:

Sample iGUIDE:

Sample Agent / Brokerage embed:

Sample Search Portal page:

Sample Commercial iGUIDE:

# EVENT PLANNING

## Exhibit Space

Confirmed:

Includes

## Electrical

Confirmed:

Details:

## Internet

Confirmed:

Details:

## Staff

Badges Confirmed:

Name(s):

## Sponsorship (Add-on option)

Confirmed:

Details:

## Paid Functions (Add-on option)

Confirmed:

Details:

## Speaking (Add-on option)

Confirmed:

Details:

## Travel

Flights

Booked:

Hotels

Booked:

## PRE-EVENT COMMUNICATION

<b>Email - Existing Clients</b>	2 Weeks Before	Complete	<input type="checkbox"/>
	2 Days Before	Complete	<input type="checkbox"/>
<b>Email - Prospects</b>	2 Weeks Before	Complete	<input type="checkbox"/>
	2 Days Before	Complete	<input type="checkbox"/>
<b>Facebook Posts</b>	2 Weeks Before	Complete	<input type="checkbox"/>
	2 Days Before	Complete	<input type="checkbox"/>
	Day of Event	Complete	<input type="checkbox"/>
<b>Instagram Posts</b>	2 Weeks Before	Complete	<input type="checkbox"/>
	2 Days Before	Complete	<input type="checkbox"/>
	Day of Event	Complete	<input type="checkbox"/>

## POST EVENT COMMUNICATION

<b>New clients added to database</b>		Complete	<input type="checkbox"/>
<b>Follow Up Communications</b>	Email - Existing Client who Visited	Complete	<input type="checkbox"/>
	Email - Prospects	Complete	<input type="checkbox"/>
	Facebook Post	Complete	<input type="checkbox"/>
	Instagram Post	Complete	<input type="checkbox"/>

## EVENT PACKING LIST

<b>Exhibition Fixtures</b>		Packed:	<input type="checkbox"/>
<b>Monitors</b>		Packed:	<input type="checkbox"/>
<b>Laptops</b>		Packed:	<input type="checkbox"/>
<b>Computer Mice</b>		Packed:	<input type="checkbox"/>
<b>Extension Cords</b>		Packed:	<input type="checkbox"/>
<b>HDMI Cables</b>		Packed:	<input type="checkbox"/>
<b>Power Supplies</b>		Packed:	<input type="checkbox"/>
<b>Collateral Material</b>	Postcards, brochures	Packed:	<input type="checkbox"/>
<b>Business Cards</b>		Packed:	<input type="checkbox"/>
<b>Bowls (to collect business cards)</b>		Packed:	<input type="checkbox"/>
<b>Give-Aways (Candy, Chocolates)</b>		Packed:	<input type="checkbox"/>
<b>Trade show Supply Kit:</b>			
	Sharpies, Pens	Packed:	<input type="checkbox"/>
	Sticky Notes, Note Pads	Packed:	<input type="checkbox"/>
	Stapler	Packed:	<input type="checkbox"/>
	Batteries (Mice)	Packed:	<input type="checkbox"/>
	Back-Up Power Packs	Packed:	<input type="checkbox"/>
	Duct Tape	Packed:	<input type="checkbox"/>
	Breath Mints / Gum	Packed:	<input type="checkbox"/>