

# Plan for Trade Show Success

## 6-12 months in advance

- Plan a realistic budget
- Select shows & book spaces
- Set measurable goals for the year

## 4 months

- Set objectives and measurable goals for each show
- Determine marketing message tailored to show audience and show objectives
- Read through Exhibitor Manual for show rules and deadlines
- Begin working on exhibit and graphic design for larger exhibits
- Plan pre-show promotions

## 3 months

- Select booth staff and create booth duty schedule
- Make flight/hotel reservations
- Plan supporting materials (demos, literature etc.)

## 6-8 weeks

- Review progress on large exhibit, begin production on smaller exhibit
- Order/produce supporting materials
- Execute pre-show promotion advertising and press releases
- Order show services

## 3-4 weeks

- Continue pre-show promotion
- Implement booth staff training
- Preview exhibit
- Confirm shipping arrangements

## 1-2 weeks

- Distribute travel information/documents
- Assemble trade show tool kit
- Collect all items to take to the show

## At the show before opening

- Confirm arrival of exhibit, product, literature and supervise setup
- Pick up badges
- Conduct pre-show meeting with staff

## 1 week after the show

- Follow-up on hot leads
- Confirm return of exhibit properties, address any damage

## 2-4 weeks after the show

- Follow-up on all other leads
- Conduct a post-show review and assess attainment of goals and objectives
- Begin planning for next year

Call Deckel & Money Penny Exhibits at 888.501.7469 or email [tradeshowpro@deckelmoneypenn.com](mailto:tradeshowpro@deckelmoneypenn.com) for help planning your next trade show event