



PRE-SHOW CHEAT SHEET

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The following prompts are designed to prepare your company for the upcoming show. Use these sheets to organize your thoughts and generate an actionable gameplan to get the most out of your exhibiting experience.

Show Information		
Show Name	Show Dates	
Location	City	State
Booth Size	Booth Number	
Setup Dates	Setup Times	
Dismantle Dates	Dismantle Times	

Show Data	
Number of Attendees	Number of Exhibitors
Desired Audience	
Show Audience Profile	

Plan
Why are you exhibiting at this show?
What is the theme of your exhibit?
What is your competitive advantage?
Who is on the trade show staff?

Competitor 1

Competitor's Name

Booth Number

Booth Location

Main Product/Service Offering

Main Theme/Message of Booth

Relative Strength/Weaknesses

Competitor 2

Competitor's Name

Booth Number

Booth Location

Main Product/Service Offering

Main Theme/Message of Booth

Relative Strength/Weaknesses

Competitor 3

Competitor's Name

Booth Number

Booth Location

Main Product/Service Offering

Main Theme/Message of Booth

Relative Strength/Weaknesses

Exhibit Planning

Use Existing Exhibit <input type="checkbox"/>		Storage Location	
Renovation/New Branding Plan			
Renting an Exhibit <input type="checkbox"/>		Exhibit House	
Contact	Phone	Email	Fax
Purchasing an Exhibit <input type="checkbox"/>		Exhibit House	
Contact	Phone	Email	Fax

Staffing

Number of Staff Attending	Dress Code
Total Anticipated Staffing Hours	
Required Staff Training	
Staff Lodging Details	
Total Staff Lodging Cost	Per Diem

Pre-Show Marketing Checklist

<input type="checkbox"/> Direct Mail	<input type="checkbox"/> Giveaways
<input type="checkbox"/> Email Marketing	<input type="checkbox"/> Print Collateral
<input type="checkbox"/> Landing Pages	<input type="checkbox"/> Digital Marketing
<input type="checkbox"/> Social Media	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Blog Content	<input type="checkbox"/> Other: _____
<input type="checkbox"/> Publications	<input type="checkbox"/> Other: _____