

Trade Show Marketing Checklist

Timeline	Action Item	Person Responsible	Done
8 weeks before show	Sign up for sponsorships to build your brand and traffic at the show		
6 weeks before show	Establish/finalize show objectives		
6 weeks before show	Develop marketing/promo budget		
6 weeks before show	Determine at-show activities/promos		
6 weeks before show	Place show logo on your website and on your email signature		
6 weeks before show	Read Official Exhibitor Packet		
4 weeks before show	Hotel Reservations (if needed)		
4 weeks before show	Start email/mail/ad promotions to customers and prospects		
4 weeks before show	Attend the SCMI Marketing Seminar		
4 weeks before show	Read Exhibitor Tips Email from SCMI		
3 weeks before show	Distribute show postcards to your customers and prospects		
3 weeks before show	Register booth staff by completing name badge form in exhibitor packet		
2 weeks before show	Read Exhibitor Tips Email from SCMI		
2 weeks before show	Reserve your ad space at the show		
2 weeks before show	Send reminder/follow-up emails/phone calls/inviting customers/prospects to visit your booth		
1 week before show	Send reminder/follow-up emails/phone calls/inviting customers/prospects to visit your booth		
At Show	Attend the Exhibitor Mixer for Networking		
48 hours after show	Follow through on leads for post-show and ongoing promotions		
2 weeks after show	Lead Follow-Up		
4 weeks after show	Lead Follow-Up		
Monthly	Lead Follow-Up		
Other			