

Trade Show Preparation Checklist

Start with the current exhibitor manual. Assign an owner and deadline to each task, and confirm what your rental agreement includes.

SHOW / EVENT	SHOW DATES	BOOTH / SIZE

01 Show information	OWNER	DEADLINE
☐ Located the show's Quick Facts or exhibitor manual		
☐ Confirmed show dates and hours		
☐ Confirmed move-in and move-out dates		
☐ Reviewed the floor plan and booth location		
☐ Shared the show's information with your exhibit partner		
02 Design and services	OWNER	DEADLINE
☐ Identified booth design requirements		
☐ Finalized your booth goals and layout		
☐ Confirmed artwork deadlines		
☐ Identified electrical requirements		
☐ Identified rigging requirements		
☐ Identified services that are separate from your booth rental		
03 Logistics and budget	OWNER	DEADLINE
☐ Reviewed shipping instructions		
☐ Confirmed advance warehouse and direct-to-show deadlines		
☐ Reviewed advance pricing deadlines		
☐ Built a complete trade show budget		
☐ Confirmed installation and dismantling plans		
☐ Confirmed outbound freight pickup, paperwork, and return-shipping arrangements		

Show rules and service responsibilities vary. Confirm who orders, performs, and pays for each service.