

Trade Show Checklist

PROMOTIONAL MATERIALS

- ☐ Business Cards
- ☐ Branded merchandise (pens, tote bags)
- ☐ Product Samples
- ☐ Flyers, brochures or catalogues
- ☐ Competition entry forms or giveaways

BRANDED MATERIALS

- ☐ Banners or backdrops
- ☐ Tablecloths with logo
- ☐ Floor graphics or signage
- ☐ Digital presentations or looping videos
- ☐ Branded clothing for staff

CUSTOMER ENGAGEMENT TOOLS

- ☐ Tablets with lead capture software
- ☐ Freebies and prize draws
- ☐ Demonstration kit or props
- ☐ Branded feedback forms
- ☐ QR codes linking to your website or sign-up forms

TECHNOLOGY & POWER

- ☐ Laptop/tablet with charger
- ☐ Power strips and extension leads
- ☐ Spare batteries
- ☐ USB sticks with presentations or videos
- ☐ Portable Wi-Fi or hotspot
- ☐ Charging cables (for all devices)

STAND TOOLS & EXTRAS

- ☐ Tape (duct, masking and double-sided)
- ☐ Scissors or craft knife
- ☐ Velcro strips or zip ties
- ☐ Blue tack or Command hooks
- ☐ Screwdrivers or Allen keys
- ☐ Hand sanitiser and cleaning wipes

ADMIN & PAPERWORK

- ☐ Event registration and passes
- ☐ Insurance documents
- ☐ Stand layout and build instructions
- ☐ Contact numbers for suppliers
- ☐ Delivery/collection schedules
- ☐ Lead capture forms or business card drop box