

# TRADESHOW TIMELINE

PRE-SHOW	SUGGESTED TIMELINE	SCHEDULED DATE	DATE COMPLETED
Do research on upcoming shows	12-18 Months in Advance	_____	_____
Request statistics on selected shows	9-12 Months in Advance	_____	_____
Make show selections for the next 12 months	12 Months	_____	_____
Select Booth Space	6-9 Months in Advance	_____	_____
Determine Exhibit Objectives	6 Months in Advance	_____	_____
Set Show Budget	6 Months in Advance	_____	_____
Decide on whether to use existing exhibit or Design New	6 Months in Advance	_____	_____
Set New Exhibit design Goals	4-6 Months in Advance	_____	_____
Set New Exhibit Budget	4-6 Months in Advance	_____	_____
Select Exhibit Designer/Builder	4-6 Months in Advance	_____	_____
Evaluate promotion opportunities	4-6 Months in Advance	_____	_____
Plan Marketing Materials and design new materials	3 Months in Advance	_____	_____
Plan Promotion Strategy	3 Months in Advance	_____	_____
Plan Media Campaign	3 Months in Advance	_____	_____
Select Transportation/I&D Companies	3 Months in Advance	_____	_____
Finalize Exhibit Design	3 Months in Advance	_____	_____
Plan Direct Mail Promotion	3 Months in Advance	_____	_____
Review Exhibitor Service Kit	3 Months in Advance	_____	_____
Select Booth Staffers	2 Months in Advance	_____	_____
Reserve Hotel Rooms	2-4 Months in Advance	_____	_____
Finalize lead fulfillment plan	2 Months in Advance	_____	_____
Finalize lead follow-up mailings	2 Months in Advance	_____	_____
Order Show Services	2-3 Months in Advance (Discount period)	_____	_____
Implement Promotion Strategy	6-8 Weeks in Advance	_____	_____
Order Badges	6 Weeks in Advance	_____	_____
Notify show management if using exhibitor appointed contractor	6 Weeks in Advance	_____	_____
Preview New or Existing Exhibit	6 Weeks in Advance	_____	_____

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Finalize availability of display products/literature	6 Weeks in Advance	_____	_____
Send direct mail promotion	6 Weeks in Advance	_____	_____
Plan pre-show staff training seminar	1 Month in Advance	_____	_____
Finalize graphics copy/art	1 Month in Advance	_____	_____
Finalize shipping information	1 Month in Advance	_____	_____
Test Product Demonstrations and all a/v equipment	2 Weeks in Advance	_____	_____
Plan Competitive Analysis and assign duties	2 Weeks in Advance	_____	_____
<b>AT THE SHOW</b>			
Have Electrical and Internet cables laid based on booth design	1 or 2 days before show opening	_____	_____
Have Carpet laid	1 or 2 days before show opening	_____	_____
Set-up of Exhibit by I&D	1 or 2 days before show opening	_____	_____
Drop off Press kits at Media Lounge	1 Day before show opening	_____	_____
Cleaning of Display	1 day before show opening & Every day during show	_____	_____
Test product Demonstrations	1 day before show opening & Morning of Show Opening	_____	_____
Test all A/V Equipment	1 day before show opening & Morning of Show Opening	_____	_____
Fill up all product and literature stands	1 day before show opening	_____	_____
Run through of demonstrations live with booth staff	1 day before show opening	_____	_____
Staff Meetings	Every morning or evening during Show	_____	_____
Refresh literature stands	As necessary during show	_____	_____
Gather Competitive Analysis	As time permits during show	_____	_____
Compile leads into central database	Daily after the show	_____	_____

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POST SHOW	SUGGESTED TIMELINE	SCHEDULED DATE	DATE COMPLETED
Fulfill show inquires/requests	3-5 Days after Show Completion	_____	_____
Write thank-you notes to booth staffers, vendors	1 Week after the show	_____	_____
Review Competitive Analysis gathered during Show	1 Week after the show	_____	_____
Audit invoices/finalize show budget	2 Weeks after the show	_____	_____
Measure/analyze results	1 Months after the show	_____	_____