

Exhibitor Checklist

The Process of Trade Show Shipping

Participating in a trade show offers a unique opportunity to showcase your products, services, and innovations to a highly targeted audience. However, to make the most of the show, careful planning and execution are essential. We've compiled an exhibitor checklist designed to guide you through every stage of the trade show process—before, during, and after the event.

Before the Show

1. Plan Your Goals

- Define your objectives for the trade show.
- Set measurable goals to achieve.

2. Booth Design

- Ensure your design contains your brand consistently throughout your materials.
- Be sure to order and update promotional materials for the show.

3. Promote Your Event

- Promote your attendance of the show via social media, email, and/or your website.

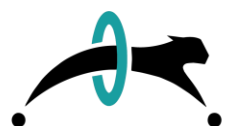
4. Logistics and Shipping Your Materials

- Ship all your booth materials and promotional items to the venue. Ensure that you know exactly what you are shipping as materials can get lost along the way.
- Confirm shipping details and deadlines with the venue.
- Make sure you know where you are shipping your materials—whether it's to the advance warehouse or directly to the show location.
- Arrange for transportation for team members attending the show.

During the Show

1. Booth Setup

- Arrive early to set up your booth and to ensure all materials and technology are ready to go.



2. Engagement and Networking

- Present your product demos or interactive elements to attendees.
- Collect business cards to capture leads and network with prospects.
- Attend additional seminars and workshops throughout the show.

3. Track your Progress

- Regularly review your goals to assess your performance and stay on track.
- For multi-day shows, hold a debrief after each day to discuss what is working and what needs improvement.

After the Show

1. Booth Breakdown

- Pack up your booth materials and promotional items for return shipping from the event.

2. Debrief With Your Team

- Hold a post-show meeting with your team to discuss the event.
- Discuss lessons learned and areas for improvement for future shows.

3. Measure Your Success

- Analyze data from the show (ROI, leads generated, deals closed, etc...).
- Review any feedback from attendees and staff.

4. Share Your Content

- Share a recap of the event on your website or social media.
- Share photos and results with your team.

5. Prepare For Your Next Show

- Store all your booth materials and promotional items for the next event.
- Update your checklist for future shows based on your previous results.

Learn more about how ICAT Logistics can assist you in preparing all your trade show and event freight needs by visiting us at www.icatlogistics.com.

