



Pre Trade Show Checklist

There's a lot to consider when planning to participate in a trade show. Thrill of the Hunt compiled a checklist of basic items to address.

○ Trade Show

Do your research to uncover industry specific trade shows. Review options offered such as speaking opportunities and vendor lists. Make note of the trade show's online presence. Be sure to sign up in advance, send in payment, pick your booth or space and all amenities needed.

○ Awards

Some trade shows and publications offer awards during the trade show. Review the qualifications and categories in advance and submit your entry as indicated. If your company wins, have a marketing strategy in place to get the most from the publicity.

○ Outline Goals & Objectives

In order to evaluate the success of a trade show, clearly defined goals and objectives need to be outlined. Include online traffic and qualified leads in addition to monetary goals.

○ Message

Clearly define your message along with supporting graphics, hashtags and social channels. Maintain this message and graphics on all marketing efforts.

○ Collateral Pieces

Send printed pieces (trade show booth, banners, table top signs, brochures and promotional items/swag) to the press at least two months prior to ensure accuracy, quality and timely delivery.

○ Digital & Social Marketing

Begin your video presentation, email campaigns and social media campaign at least three months in advance. Maintain the established message and look throughout.

○ Contest/Activity

Draw customers and prospects to your booth and increase your online footprint with a contest or activity. Use the pre-trade show marketing efforts to launch your activity. **We suggest a scavenger hunt!** Email us at Game@ThrillofHunt.com.

○ Public Relations

Spread your message far and wide with press releases, vendor presentations and meetings, industry specific journalists for briefings and interviews, and inquire about speaking opportunities and workshops.

○ Staffing

Outline which team members will be attending the trade show. Depending on the location of the event, the staffing might be chosen closer to the event date or your team will need to be selected in advance to address travel arrangements.

