# Trade Show Checklist

**Purpose:** This checklist is designed to help businesses effectively plan and coordinate logistics, marketing, staffing, and materials prior to attending a trade show. Use this document to ensure nothing is overlooked as you prepare for the event.

## Event Details

* **Event Name:** {eventName}
* **Date:** {eventDate}
* **Location:** {eventLocation}
* **Booth Number:** {boothNumber}

## Key Contacts

|  |  |  |  |
| --- | --- | --- | --- |
| **Name** | **Role** | **Email** | **Phone** |
| {#contacts}{name} | {role} | {email} | {phone}{/contacts} |

## Travel & Accommodations

* **Arrival Date:** {arrivalDate}
* **Departure Date:** {departureDate}
* **Hotel Name:** {hotelName}
* **Reservation Number:** {reservationNumber}
* **Transportation Method:** {transportationMethod}

## Marketing Materials

{#materials}

* **{itemName}** – Quantity: {quantity}

{/materials}

## Booth Setup Requirements

{#requirements}

* {requirement}

{/requirements}

## Staff Assigned

|  |  |  |
| --- | --- | --- |
| **Name** | **Role** | **Shift** |
| {#staff}{name} | {role} | {shift}{/staff} |

## Pre-Show Promotions

{#promotions}

1. **{channel}:** {description}

{/promotions}

## Miscellaneous Notes

{additionalNotes}

## Insurance Coverage

{#hasInsurance}**Insurance Provider:** {insuranceProvider}  
**Policy Number:** {policyNumber}{/hasInsurance}

{^hasInsurance}No insurance coverage has been secured for this event.{/hasInsurance}