TRADE SHOW PLANNING CHECKLIST

EVENT DATE: _____

3-6 Months Before the Event: Pre-Show Planning

- [ ] Set Delivery Timeline and Deadlines
  - Align with event milestones and key dates.
- [ ] Coordinate with Print Shop
  - Discuss lead times for custom printing, design approvals, and revisions.
- [ ] Confirm Logistics Partner (e.g., Freeman)
  - Finalize contracts for transport, setup, and dismantling.
- [ ] Create a Budget
  - Include printing, shipping, and a contingency fund for unexpected costs.
- [ ] Obtain Insurance for Displays and Materials
  - Protect your investment in high-value booths and signage.

2-4 Months Before the Event: Materials and Booth Prep

Custom Printing Materials

- [ ] Design and Order Banners
  - Work with Lush Banners to finalize banner designs early.
- [ ] Prepare Marketing Materials
  - Brochures, Flyers, and Business Cards: Complete designs and send to print.
  - Promotional Giveaways: Plan branded items for attendees.
- [ ] Order Booth Signage
  - Confirm size, materials, and compliance with event guidelines.

2-4 Months Before the Event: Materials and Booth Prep

Booth Display

- [ ] Confirm Booth Size and Layout
  - Align with event specifications and booth design needs.
- [ ] Order Booth Structures
  - Coordinate with Lush Banners for booth frames, tension fabric displays, or SEG solutions.
- [ ] Plan for Large Displays
  - Arrange logistics for LED panels, inflatable tents, or freestanding backdrops.
- [ ] Submit Lighting and Electrical Needs
  - Submit power requests and test components in advance.
- [ ] Test Interactive Elements
  - Ensure LED video walls or touch screens are functioning.

1-2 Months Before the Event: Shipping and Logistics

- [ ] Label Packages Clearly
  - Include:
    - Booth number
    - Contact details
    - Special handling instructions.
- [ ] Prepare Shipping Documentation
  - Ensure all materials meet shipping regulations.
- [ ] Schedule Freight Shipments
  - Account for transit time and allow for buffer days.
- [ ] Set Up Real-Time Shipment Tracking
  - Monitor shipments to catch and resolve delays early.

- [ ] Coordinate On-Site Delivery
  - Confirm logistics with event partners (e.g., Freeman) and venue staff.

1-2 Weeks Before the Event: Final Prep

- [ ] Confirm Booth Location for Delivery
  - Verify details with event organizers and logistics partners.
- [ ] Schedule Booth Setup Time
  - Allocate ample time for assembly and testing.
- [ ] Prepare Tools and Supplies
  - Include:
    - Tape, scissors, zip ties
    - Backup power cords
    - Replacement parts for displays.
- [ ] Plan for Last-Minute Changes
  - Coordinate with Lush Banners for emergency reprints or adjustments.
- [ ] Distribute On-Site Contact List
  - Include:
    - Venue manager
    - Freight partner (e.g., Freeman)
    - Lush Banners support team.

LUSH BANNERS
DISPLAY YOUR EXCELLENCE