



Marketing Resources & Results, Inc.
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Trade Show Marketing Checklist

Need Help? Call Us.

THE BOOTH

- Exhibit booth
- Retractable banners
- Table cloth in company colors
- Business cards
- Literature, brochures, price list
- Product samples, if any
- Pens
- Highlighters
- Stapler
- Lead sheets/log book
- Golf balls or other give away
- Laptop with looping PowerPoint
- Candy and candy dish

PERSONAL

- Comfortable shoes
- Purell hand wash
- Facial Tissues
- Bottled Water
- Band-Aids
- Energy Bars
- Breath Mints
- Cell phone
- Calendar
- Confirmation numbers
 - hotel, rental car, airline
- ID, credit cards and cash
- Logo shirts if appropriate
- Digital camera

REPAIR/CLEANUP

- Strong duct tape
- Sewing kit
- Scissors or pocket knife (not carry-on)
- Cloth or paper towels
- Trash bags
- Screwdrivers
- Appropriate wrench
- Extra fasteners (screws, nuts, etc)
- Extra extension cord
- Powerstrip
- Extra light bulbs
- Electrostatic duster with extension

RETURN SHIPPING

- Pre-printed shipping labels for return shipment
- Packing tape
- Instructions for return shipment

