

Tradeshaw Checklist



Allen & Goel Marketing

677 West DeKalb Pike
King of Prussia, PA 19406
Phone: 800-923-8878
www.allengoel.com

Show Information:

Name of Show:

Dates of Show:

Location:

Show Hours:

Expected Attendance:

Booth #:

Show Objectives:

Budget:

Methods to Generate Leads / Sales:

Show Marketing:

Promotional Products:

Date Ordered: _____

Qty:

Price:

How will these be used:

Banner:

Date Ordered: _____

Size:

Theme:

Price:

Business Cards for Key Booth Members

Date Ordered: _____

Folders

Date Ordered: _____

Sell Sheets

Date Ordered: _____

Additional Company Literature:

Date Ordered: _____

Application

Form Completed and Mailed

Date Completed: _____

Participation Cost: \$

Booth Deposit / Event Fee Payment Sent

Date Sent: _____

Booth Balance / Event Fee Payment Sent

Date Sent: _____

Staff Names Provided for ID Badges: Y / N

Date Ordered: _____

Sponsorship Level:

Date Reserved: _____

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Booth

Booth Size:

Is a table being provided?:

Table Size:

Trash Can:

Chairs:

Electricity: *Needed? Y / N*

Additional Furniture Rental: *Needed? Y / N*

Carpeting: *Needed? Y / N*

Flowers: *Needed? Y / N*

Other:

Date Ordered: _____

Date Ordered: _____

Date Ordered: _____

Date Ordered: _____

Date Ordered: _____

Shipping Information:

Date Sent: _____

Staff:

Arrange Coverage for Booth

Date Arranged: _____

Prepare a One Minute Company Introduction

Date Prepared: _____

Pre-Show Marketing:

Obtain an Attendance List Available Y / N

Date Completed: _____

Pre-show Mailing Alerting Prospects of you Participation

Date Sent: _____

Pre-show Email Broadcast Alerting Prospects of you Participation

Date Emailed: _____

Hotel Reservations:

Date Reserved: _____

Hotel Name:

Address:

Telephone:

Fax:

Reservation #:

Car Rentals:

Date Reserved: _____

Car Rental Company:

Car:

Reservation #: