



Let's make business happen!

Everything
you need for
your trade show!



MAIL BOXES ETC[®]
#PeoplePossible

THE ULTIMATE TRADE SHOW CHECKLIST

- Secure your space at "early bird" rates to save your budget.
- Prepare an overall budget for participation, marketing, materials, travel and shipping.
- Connect with an exhibit solutions partner, graphic designers and your local MBE printer.
- Develop your marketing plan to raise awareness about the show and drive traffic to your booth.
- Finalize your exhibit purchase, booth design, flooring and graphics.
- Organise furnishings, lights, displays and exhibit accessories.
- Begin pre-show marketing campaign across multiple channels.
- Organise special show events, entertainment and programs.
- Arrange printing & shipping of all show marketing materials and display products.
- Organise all electrical services and POS services for the show.
- Arrange rigging services and booth fit-out services.
- Request any variance to fit all displays, equipment and products.
- Set up lead retrieval machines, sales process and CRM connection.
- Arrange and assemble marketing competition, Giveaways and show bags.
- Initiate pre-show marketing campaign and media booking.
- Book advertising in show directory, POS banners, outdoor advertising and local ads.
- Organise staff uniforms for the show.
- Confirm hotel and flight reservations for all staff attending.
- Book and arrange staff transportation, events and entertainment.
- Get Wi-Fi and internet login details & organise A/V equipment is sent and set-up on site.
- Ensure all in-booth marketing materials are on-site or talk to MBE to ship for you.
- Shipping (material handling), storage arrangements, security and cleaning.
- Review Post Show Survey, measure results and take inventory of returned exhibits.