

# Tradeshow Planning Worksheet

Show Name: \_\_\_\_\_ Product Group: \_\_\_\_\_

Location: \_\_\_\_\_ Date: \_\_\_\_\_

Booth Size: \_\_\_\_\_

Who is the main audience? \_\_\_\_\_

Secondary audience? \_\_\_\_\_

What are objectives for this show? \_\_\_\_\_

What product will be released for publicity? \_\_\_\_\_

Information to get from visitors: \_\_\_\_\_

What areas should be emphasized, products, programs? \_\_\_\_\_

Do you want names for mailing list? \_\_\_\_\_

Do you want pre-show invitations mailed? \_\_\_\_\_

Do you want a suite? \_\_\_\_\_ Invitations for suite? \_\_\_\_\_

Will the suite be open to the show? \_\_\_\_\_ Special invitation only? \_\_\_\_\_

What kind of bar and hors d'oeuvres? \_\_\_\_\_

Account #: \_\_\_\_\_

Will you hold a pre-show meeting with all booth personnel? \_\_\_\_\_

Location? \_\_\_\_\_ Who will be in charge? \_\_\_\_\_

What type of conference area needed in booth? \_\_\_\_\_

List personnel needing badges. Indicate those needing rooms, arrival and departure dates:

\_\_\_\_\_  
\_\_\_\_\_

Literature Required: \_\_\_\_\_

\_\_\_\_\_