

Trade Show Checklist for Food Businesses

Trade Show Name:	Booth Number:
Date(s):	
Location:	
Hours of Operation:	
Move-In Time:	Move-Out Time:

	Trade Show Items	Yes, No, N/A
1	Book booth space. Note: If you are providing food samples, and don't require a hand washing station in your booth, consider booking your booth space near a temporary hand wash station on the show floor.	
2	Review show rules, regulations and policies before determining booth materials, equipment, location and design.	
3	Book or ship flooring for booth space, if it is not included in the price of the booth space.	
4	Book or ship equipment, furniture and/or accessories for booth space (e.g.: display equipment, refrigeration or freezer unit, chair, showcase, table, shelving, waste basket, locks for showcase, decor).	
5	Book or ship booth signage and graphics.	
6	Book electrical supply service for booth.	
7	Book or ship lighting for booth space. If you ship your own lighting, be sure to pack replacement bulbs.	
8	Make travel arrangements for all company staff participating in the show (e.g.: hotel, flight, car rentals).	
9	Book a lead retrieval scanner.	
10	Book internet and telecommunications services.	
11	Book or ship refrigeration or freezer equipment or space.	
12	Book booth cleaning services or ship cleaning tools and supplies.	
13	Purchase liability insurance. Note: Typically, show organizers require you carry insurance for the show.	
14	Register all company staff who will attend and/or work in the show booth space.	
15	Book any show marketing opportunities that your company could benefit from participating in (e.g.: product showcase, show guide advertising, badge mailing insert, show website, show floor advertising, show bags).	
16	Apply for a Temporary Food Service Permit from the local health authority, if sampling at the show. Note: All food samples must be prepared in a permitted commercial kitchen as well as stored and transferred appropriately. Preparing food samples for a show in your home or hotel room is not permitted.	
17	Pack travel identification, passports, visas and paper copies of booking confirmations (e.g.: flight, hotel, car rental, booth, equipment and furniture rentals).	
18	Pack paper copies of all show booth space, equipment, furniture, electrical, graphics and signage booking confirmations and proof of payment.	
19	Pack enough food samples for prospective and qualified buyers to take away and to fill display cases.	
20	Pack or ship food sample handling and preparing accessories (e.g.: apron, gloves, cutting board, plates, knife, container to cover food samples, single serve containers or utensils to serve food samples, napkins, paper towels).	

21	Book or ship for miscellaneous booth items (ex: extension cords, surge protector, garbage bags, container to hold business cards that are collected, thin wire to fix or hang items, tape, scissors, Velcro strips or tabs, pens, pencils, paper, stapler, staples).	
22	Book or ship an adequate amount of marketing materials (e.g.: postcards, brochures, promotional items, sell sheets handouts and business cards).	
23	Pack or ship a laptop with monitor.	
24	Create and pack lead cards to capture information from prospective buyers.	
25	Make arrangements to ship show items to the venue or your hotel well in advance of the show (e.g.: choose a carrier, prepare necessary shipping paperwork such as waybills and shipping labels that include your return address). Note: Never send show items directly to the venue or your hotel with out making arrangements before hand.	
26	Pack comfortable shoes.	
27	Pack miscellaneous personal items (e.g.: hand sanitizer, throat lozenges, bottled water and small food snacks).	