

# Trade Show Checklist for Food Entrepreneurs

**Trade Show:** \_\_\_\_\_ **Booth Number:** \_\_\_\_\_

**Date(s):** \_\_\_\_\_

**Location:** \_\_\_\_\_

**Show Opening Time:** \_\_\_\_\_ **Show Closing Time:** \_\_\_\_\_

**Move-In Time:** \_\_\_\_\_ **Move-Out Time:** \_\_\_\_\_

	<b>Trade show Items</b>	<b>Yes, No, N/A</b>
1	Book booth space.	
2	Review show rules, regulations and policies. They often affect setup of the booth, signs and other items.	
3	Book or ship flooring for booth space, if it is not included in the price of booth space.	
4	Book or ship furniture and accessories for booth space (ex: chair, showcase, table, shelving, display accessories, waste basket, locks for showcase, plants).	
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 (ex: hotel, flight, car rental).	
9	Book a lead retrieval scanner.	
10	Book Internet and telecommunications services.	
11	Book or ship any refrigeration or freezer furniture or space.	
12	Book booth cleaning services or ship cleaning tools and supplies.	
13	Purchase liability insurance. Trade shows typically require you to carry insurance.	
14	Register staff who will attend the trade show and work in the booth.	
15	Book show marketing opportunities (ex: product showcase, show guide advertising, badge mailing insert, show website advertising, show bag insert, carpet tickers, decals).	
16	Apply for Temporary Food Service Permit, if sampling at the tradeshow.	
17	Make sure food samples are prepared in a permitted commercial kitchen. Home preparation is not allowed.	
18	Pack travel identification, passports, visas and paper copies of booking confirmations (ex: flight, hotel, car rental).	
19	Pack booking confirmations and proof of payment for trade show furniture, equipment, accessories, electrical, approved graphics and signage.	
20	Make arrangements to have food samples for display case(s).	
21	Arrange supply of product samples for prospective buyers.	
22	Plan for extra food samples to give away to qualified buyers.	
23	Pack or ship food sample handling accessories (ex: apron, gloves, cutting board, plates, knife, container to cover food samples, single serve containers or utensils to serve food samples, napkins, paper towels).	
24	If you are providing food samples, book booth space near a temporary hand wash station or a hand wash station may be required in your booth (ask the show coordinator).	
25	Arrange for miscellaneous booth items (ex: extension cords, surge protector, garbage bags, thin wire to fix or hang items, Scotch tape, packing tape, scissors, Velcro strips or tabs, pens, pencils, paper, stapler, staples).	
26	Assemble marketing materials (ex: postcards, brochures, promotional items, handouts).	
27	Arrange for or provide a laptop or computer with a monitor.	
28	Carry a sell sheet.	
29	Carry an adequate supply of business cards.	
30	Carry a lead card, a notebook or both.	
31	Arrange for a container to use in collecting business cards.	
32	Prepare to ship trade show items (ex: choose a carrier, prepare necessary shipping paperwork such as waybills and shipping labels that include your return address).	
33	Pack comfortable shoes.	
34	Pack miscellaneous personal items like hand sanitizer, throat lozenges, bottled water and small food snacks.	
35	Ship trade show items to your hotel (call hotel to let them know you are shipping items to the hotel) or directly to the trade show venue.	