

Trade Show Booth Checklist

A practical, trackable checklist you can use for any expo, conference, or community event — designed for 10x10 and 10x20 booths.

Best results come from one clear goal.	<input type="checkbox"/> Get calls <input type="checkbox"/> Get form submissions / bookings <input type="checkbox"/> Drive foot traffic <input type="checkbox"/> Book demos / consultations	Primary CTA: _____
Choose your primary outcome before you order or design anything:		Landing page URL (if used): _____

1) Timeline: what to lock in (so you are not rushing)

When	Do this
6–8 weeks out	Booth size reserved; goal + CTA chosen; message drafted; hardware selected (backwall/banner/table).
3–5 weeks out	Design final; proof approved; print production scheduled; landing page + QR tracking set up.
1–2 weeks out	Packing list complete; handouts counted; staff briefed; lead capture tested (QR + form + call buttons).
Show week	Re-check shipping; bring backup prints; confirm setup plan; confirm power/internet needs.

2) Booth kit checklist (10x10 and 10x20)

Category	Checklist
Must-have visuals	<input type="checkbox"/> Backwall / backdrop (fabric, pop-up, or SEG) <input type="checkbox"/> Retractable banner (aisle-facing) <input type="checkbox"/> Table throw (fits table size) <input type="checkbox"/> Tabletop sign (pricing / offer / QR)
Printed materials	<input type="checkbox"/> Business cards <input type="checkbox"/> One-sheet / service sheet <input type="checkbox"/> Brochure or tri-fold <input type="checkbox"/> Case studies / spec sheets (if B2B) <input type="checkbox"/> Promo cards / coupons (if retail)

Lead capture	<input type="checkbox"/> QR code to landing page <input type="checkbox"/> Short form (name, email, 1 question) <input type="checkbox"/> iPad / clipboard backup <input type="checkbox"/> Call tracking number (optional) <input type="checkbox"/> Follow-up card for hot leads
Hardware + comfort	<input type="checkbox"/> Literature rack / brochure holder <input type="checkbox"/> Extension cord + gaffer tape <input type="checkbox"/> Power strip (if allowed) <input type="checkbox"/> Lighting (if booth is dim) <input type="checkbox"/> Small tool kit + scissors

3) Design rules that make people stop (and understand you in 5 seconds)

Use the 5-second test: From 10–15 feet away, can someone answer: (1) Who are you? (2) What do you do? (3) What should I do next?

- One primary headline (not a paragraph)
- Large type: readable at distance (avoid tiny text on backwalls)
- One strong CTA (Scan / Book / Call / Get a quote)
- Proof point: “Trusted by...”, star rating, short testimonial, or one metric
- QR code sized for real-world scanning (test on iPhone + Android)
- Calm backgrounds; strong contrast for readability

4) Print quantity quick guide (so you do not overprint)

Starting point: Handouts to bring = (expected meaningful conversations per day) \times (days) \times (1.25 buffer).

If you are unsure, plan for 30–60 handouts per show day for a 10x10 booth and adjust after your first event.

Item	Typical quantity	Notes
Business cards	200–500	More if networking-heavy
One-sheets / service sheets	100–300	Best ‘quick keep’ piece
Brochures / tri-folds	50–200	Higher for consumer events
Case studies / spec sheets	25–100	B2B only; keep it targeted

5) Tracking: make print measurable

- Dedicated landing page for the event (one goal, short form)
- QR code points to a URL with UTM parameters (so GA4 shows it clearly)
- If calls matter: use a dedicated tracking number (or track click-to-call)
- Add one qualifying question on the form (helps lead quality)

6) Packing list (bring these even if the venue 'has everything')

Area	Checklist
Booth essentials	<input type="checkbox"/> Backwall/banner hardware + printed graphics <input type="checkbox"/> Carry cases <input type="checkbox"/> Table throw <input type="checkbox"/> Literature rack <input type="checkbox"/> Tape (gaffer), zip ties, command strips (if allowed) <input type="checkbox"/> Scissors, box cutter
Tech + lead capture	<input type="checkbox"/> iPad/tablet + charger <input type="checkbox"/> Hotspot (if venue Wi-Fi is unreliable) <input type="checkbox"/> QR backup: printed tabletop sign <input type="checkbox"/> Paper lead sheet backup
Comfort + emergencies	<input type="checkbox"/> Water/snacks <input type="checkbox"/> Stain remover pen <input type="checkbox"/> Small first-aid kit <input type="checkbox"/> Lint roller <input type="checkbox"/> Backup shirts/name badges

7) On-site: the lead capture routine

- Stand at the aisle edge (do not hide behind the table)
- Open with a simple question (e.g., "What brings you here today?")
- Give the one-sentence answer, then point to the CTA (scan/book/call)
- Qualify quickly: one question that matters (budget, timeline, need)
- Tag leads as Hot / Warm / Later (in your form or on paper)
- Take a photo of the booth once set (for future improvements)

8) Post-show: follow-up that gets replies

Within 48 hours:

- Email hot leads the same day (reference the conversation + next step)
- Send a short recap to warm leads (1 helpful resource + CTA)
- Add leads to a simple sequence (3–5 touches over 10–14 days)
- Review results: handout usage, QR scans, form submissions, calls, best questions asked

Notes / improvements for next show:

Quick kit builder (by booth size)

Booth size	Recommended kit
10x10 (starter)	Backwall OR 1 retractable banner + table throw + one-sheets + business cards + tabletop QR sign
10x20 (step-up)	Backwall + 2 retractable banners (ends) + table throw + literature rack + brochures + lead form + follow-up cards
Premium	SEG or lit backwall + layered messaging + lighting + premium handouts + dedicated landing page + call tracking