

## **Healthcare Tradeshow Checklist**

### **12 Months before**

- ☐ Book as an exhibitor

### **3-4 Months Before**

- ☐ Choose exhibit location (if you didn't at time of confirming as exhibitor)
- ☐ Note the dimension limitations of booth (including ceiling height, poles, etc)
- ☐ Book electrical/power
- ☐ Book carpet
- ☐ Book lead retrieval (if none, then bring own tablets with electronic lead forms)
- ☐ Book cleaning services
- ☐ Book décor (plants, couches, coffee tables, etc)
- ☐ Book accommodations for onsite team if exhibitor MUST stay at a certain hotel
- ☐ Finalize booth staff
- ☐ Note the exhibit times
- ☐ Email staff to book airfare and accommodations, note the date/time you want them there
- ☐ Send calendar invite for tradeshow to staff
- ☐ Book pre-show meeting with staff
- ☐ Book post-show recap/debrief with staff (for 1 or 2 weeks after show)
- ☐ Verify that staff will have enough business cards by the time of the tradeshow
- ☐ Finalize key messages and order specific booth graphics with that messaging
- ☐ Arrange booth shipment
  - Booth structures
  - Pull-up banners
  - Existing collateral to be shipped
  - Existing promotional items/giveaways
- ☐ Book in-booth entertainment and temporary staff (if needed)
- ☐ Get buy-in and signoff for tradeshow goals and objectives

## 2-3 Months Before

- ☐ Verify booth arrangements – power, carpet, wastebasket, cleaning services, rigging, décor
- ☐ Create booth duty schedule (allow for breaks/lunch)
- ☐ Check agenda to see when clients/prospects are speaking
- ☐ Finalize/Order show giveaways
- ☐ Determine booth uniform (if applicable)
- ☐ Identify prospects to notify that you will be attending tradeshow and see if they have time for a meeting at your booth
- ☐ Finalize pre-show marketing campaign to raise awareness of your tradeshow participation
  - Highlight clients/staff that are speaking
  - Hint at any announcements
  - Give them a reason that is valuable to THEM to drop by your booth

## 1 Month Before

- ☐ Finalize talk-track for booth staff (ie: opening greeting/welcome, 30s elevator pitch, demo script)
- ☐ Verify that no real patient data is used for any demonstration
- ☐ All-hands meeting to review tradeshow details
- ☐ Start inviting clients/prospects to dinner/evening events

## 2 weeks Before

- ☐ Email marketing campaign to likely tradeshow attendees
- ☐ Finalize “Thanks for stopping by” emails for staff to send to people that stop in the booth
- ☐ Queue up social posts for the tradeshow
- ☐ Pack and ship tradeshow emergency kit:
  - Painter’s tape
  - Electrical tape
  - Duct Tape
  - Scissors
  - Paper
  - Sharpies
  - Stapler
  - Paperclips
  - Pens
  - Extra business cards
  - Hand sanitizer
  - Hand lotion
  - Ziploc bags
  - USB thumb drives
  - Batteries (for peripherals)
  - Power strips
  - Extension cord
  - Phone charging cables

**During the Tradeshow**

- ☐ Bottled water for staff
- ☐ Giveaways stored securely
- ☐ Review lead-retrieval system with staff
- ☐ Document questions and product enhancements asked by visitors

**2 weeks after**

- ☐ Debrief meeting – what worked, what didn't, trends identified
- ☐ Email followup to booth visitors offering something valuable
- ☐ Notify winner of draw (if applicable)