



Sweet 16 Trade Show Checklist

Keep track of your PROCESS EXPO event tasks and check them off as you complete them. Track Your progress below:

1. _____ Upload your company logo, company description in the PROCESS EXPO C.O.R.E.
2. _____ Develop a preshow mailer to enhance booth traffic.
3. _____ Review sponsorship and advertising opportunities.
4. _____ Check out GES Expresso to gather estimates and make budget approvals easy.
5. _____ Book hotel, airfare & transportation for booth staff.
6. _____ Make final booth payment for PROCESS EXPO 2015.
7. _____ Arrange shipping for your booth properties.
8. _____ Order carpet & furniture by (Early Bird deadline) for discounted rates.
9. _____ Order electrical equipment & services by (Early Bird deadline) for discounted rates.
10. _____ Order audio visual equipment & services by (Early Bird deadline) for discounted rates.
11. _____ Determine show promotions - giveaways, premiums, press kits, etc.
12. _____ Train exhibit staff on booth objectives, demonstrations, etc.
13. _____ Use GES Expresso to confirm move-in / move-out times.
14. _____ Gather all invoices on GES Expresso for reconciliation and approvals.
15. _____ Send a postshow mailer to follow up with leads. In addition, follow-up by telephone.
16. _____ Gather comments from booth staff and attendees to determine needs & improvements for your next show.