A Trade Show Readiness Checklist for Equipment Finance Pros

Is your trade show strategy ready to create momentum before, during, and after the event?

- [ ] Set clear goals, priorities, and a plan for capturing leads
- [ ] Align core messaging and equip sales for better conversations
- [ ] Update sales collateral and booth materials
- [ ] Start pre-show connections
- [ ] Document show notes, key connections, and conversations on-site
- [ ] Mark your calendar for post-show follow-up
- [ ] Keep momentum going with multiple touchpoints
- [ ] Review show ROI and improvements for next time