



# Get Print Ready – Trade Show Checklist

<input type="checkbox"/> Product	Common Trade Show Terminology
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## PRE-SHOW

<input type="checkbox"/> Postcards	Pre-show announcement
<input type="checkbox"/> Flyers, Sell sheets	Pre-show announcement
<input type="checkbox"/> Door Hangers	Local event canvas campaign

## POST-SHOW

<input type="checkbox"/> Letterhead, Envelopes	Customized follow-up letter to prospects
<input type="checkbox"/> Presentation Folders	Customized information packet tailored to prospects
<input type="checkbox"/> Sales Presentation Box	Select product, services, and information requested by prospect

## BOOTH & DISPLAY LARGE FORMAT PRODUCTS

<input type="checkbox"/> Backdrop Banner	Step and repeat, background, backdrop, trade show display
<input type="checkbox"/> Fabric Tube Display	Tension fabric banner, floor stand, floor sign, way finder signs, directory, navigational sign, trade show display
<input type="checkbox"/> Retractable Banner/Sign	Roll-up sign, banner stand, pull-up banner, trade show display
<input type="checkbox"/> Table Covers/Runner	Table drapes, tablecloths
<input type="checkbox"/> Event Tents	Custom canopy, pop-up tent
<input type="checkbox"/> Flags	Feather flags, tear-drop flags
<input type="checkbox"/> Counter Cards	Table signs, QR code signs
<input type="checkbox"/> Street Signs	Floor Signs, A-Frames, raffle signs, QR code signs

## MARKETING COLLATERAL

<input type="checkbox"/> Business cards	
<input type="checkbox"/> Postcards	Handouts, collateral
<input type="checkbox"/> Flyers, Sell sheets	Case study, one-Sheet, handout
<input type="checkbox"/> Presentation Folders	Press kit, sales folder
<input type="checkbox"/> Brochures	Product brochure, menu
<input type="checkbox"/> Booklets	Product catalog, show guide
<input type="checkbox"/> Paperboard Boxes	Display box, product box

## PACKAGING

<input type="checkbox"/> Hang Tags
<input type="checkbox"/> Custom Boxes
<input type="checkbox"/> Roll Labels & Stickers

## POPULAR PROMOTIONAL GIVE-AWAYS—LOGO BRANDED

<input type="checkbox"/> Tote Bags	<input type="checkbox"/> Keychains	<input type="checkbox"/> Sun Glasses	<input type="checkbox"/> <b>Drink ware:</b> Water bottles, coffee mugs, travel tumblers
<input type="checkbox"/> Pens	<input type="checkbox"/> Mini Flashlights	<input type="checkbox"/> Lanyards	<input type="checkbox"/> <b>Apparel:</b> T-shirts, hats, other clothing
<input type="checkbox"/> Notepads	<input type="checkbox"/> USB Drives	<input type="checkbox"/> Stress Balls	<input type="checkbox"/> <b>Phone accessories:</b> Phone stands, chargers, pop sockets.
<input type="checkbox"/> Notebooks	<input type="checkbox"/> Hand Sanitizer	<input type="checkbox"/> Sticky Notes	