

**TRADE SHOW
EXHIBITOR
CHECKLIST**

 **ABSOLUTE**
HOLDINGS GROUP

TRADE SHOW PREPARATION

EXHIBIT ITEMS

- Signage (Booth, Pop Up Banners, Overhead Banners, Tabletop Signs, etc).
- Promotional Items
- Print Collateral Materials (Brochures, Rack Cards, Catalogs, Sales Sheets, etc.)
- Business Cards
- Name Tags (Have two nametags for each person working the booth and generic ones)
- Table Linens (Typically the venue's linens leave a lot to be desired)
- Presentation/Video/Media
- Product Samples

MISCELLANEOUS

- **PHOTOS OF YOUR ASSEMBLED BOOTH (TO HELP ASSEMBLE IT QUICKLY)**
- First-Aid Kit
- Safety Pins
- Snacks (Handheld and portable)
- Gum/Breath Mints (Bring more than you think you will need)
- Hand Sanitizer
- Wire or String
- Zip Ties
- Ziploc Bags

OFFICE SUPPLIES

- Pens/Pencils/Sharpies (Bring at least three times as many as you think you will need)
- Scissors
- Notepads
- Rubber Bands/Paper Clips
- Stapler Tape (Duct Tape, Masking Tape, and Scotch Tape)

TECHNOLOGY

- Computer/TV/iPad
- Charger Cables (Phone, Tablet, Computer)
- Appropriate Cords to Connect Computer to TV/Monitor (and don't forget HDMI cables)
- Extension Cords (at least three)
- **DON'T FORGET TO TEST YOUR TECHNOLOGY BEFORE LEAVING FOR THE TRADESHOW.**

