Trade fair preparation checklist

A 12-week plan: message, materials, meetings, team and follow-up

12 weeks before: goals and message

- [ ] Write down what you want from the fair: how many meetings, which kinds of companies (distributors, buyers, partners), which countries.
- [ ] Define your target visitor and write one sentence for them: what you offer and why it is different.
- [ ] Study the exhibitor list; note neighbouring stands and competitors.
- [ ] Draw up a line-by-line budget: stand, materials, video, travel, accommodation, post-show content.

8 weeks before: materials and language

- [ ] Adapt product sheets, catalogues and presentations to the fair's country and language; English is the minimum and the local language is a plus.
- [ ] Design stand graphics: one headline readable from a distance, little text, a clear image.
- [ ] Prepare a short company video or a silent loop with subtitles for the stand screen.
- [ ] Translate technical data into decision language: payback, quality, certification, service, lead times.

4 weeks before: meetings and announcements

- [ ] Contact the companies you want to meet by personal email or LinkedIn message, with your stand number and available times.
- [ ] Add the fair details (hall, stand, dates) to your website and email signature.
- [ ] Announce your participation on LinkedIn; introduce the team and the product you will show.
- [ ] If you plan a press release, check the organiser's press office deadlines.

1 week before: team and logistics

- [ ] Brief the team: who presents what, short answers to frequent questions, who handles pricing questions.
- [ ] Prepare a simple lead form (name, company, interest, next step, date).
- [ ] Test the pages behind your QR codes on mobile.
- [ ] Check business cards, leaflets, chargers, extension cables and spare materials.

During the fair

- [ ] Log every conversation the same day and mark it hot, warm or cold.
- [ ] Take a few photos and short videos each day and post at least once.
- [ ] Attend talks and panels, and connect with speakers.

Message, materials, video and content for your next fair: eddacreative.com · Email us a short note about your project: info@eddacreative.com

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After the fair: the first 48 hours and 4 weeks

- [ ] Send personal thank-you emails within 48 hours, with a detail from your conversation.
- [ ] If you promised a quote or sample, give a date and keep to it.
- [ ] Share content from the fair (photos, video, lessons learned) over the following weeks.
- [ ] Measure results after 4 weeks: meetings, quotes, cost; take notes for the next fair.

Notes