



## TRADE SHOW CHECKLIST

### Before trade show:

- Gather any known data on attendees
- Send personalized reminder postcards
- Create and send personalized kits:
  - Personalized letter
  - Applicable literature
  - Map of your exhibit location
  - Calendar of the trade show dates and any special sessions you will be holding
  - Compelling reason on why to attend (promote giveaways, coupons, etc.)
- Create QR codes and mobile friendly micro-site (See note below)

### During trade show:

- Business cards
- Brochures
- Product/Service sell sheets
- Banners
- Signage
- Posters
- Displays, table top exhibits
- Promotional items, giveaways
- Referral cards
- Utilization of pURLS, QR codes and micro-sites (See note below)

### After trade show:

- Personalized follow up and engagement kit
  - Packet pocket folder
  - Personalized letter
  - Brochure/Catalog specific to what they showed interest in
  - Utilize pURL and micro-sites (See note below)

**NOTE:** QR codes and pURLS drive people to the micro-site. The micro-site will enable you to gather additional info/data to improve your success. Some of the ways prospects can utilize the micro-site are to get more information on your products/services, get white papers and even request a meeting or call.

Beginning to end, GLI is here to help you **Excel** at trade shows. Our technology, production and fulfillment capabilities ensure you maximize your trade show efforts. Please call (800)-765-4846 or visit [www.GLL.com](http://www.GLL.com) for more information.