

Here, we break down step-by-step how to get prepared for your upcoming trade show. Use these steps to make sure you are on the right track to a successful show!

3+ Months Out - Set Your Expectations

- Set your budget.
 - Your budget is the biggest part of your plan, make sure it is solid before you move forward.
- Set your goals for the show.
- Choose the best show for your target audience.
 - Do you only carry home decor items? An apparel show may not be best for you, even though there are other vendors there that may carry the same items as you. Instead, look into a gift or home shows.
- Review your current booth setup.
 - Does it allow you to make the most of the show? Is there enough space to sell your product? Do some research to make sure you are utilizing your space for the best return on your investment.
- Create your promotions.
 - Signage, flags, racks, tables, business cards.
 - Make sure your booth reflects your brand and represents it in the best way possible.
 - Make your booth simple and easy for your target audience to quickly see and digest your brand.
 - Check out the Boutique Hub Facebook pages for posts that include tradeshow pics and ask Hub members for advice on exhibiting. Use the community as a resource for trade show supplies, tips, and encouragement.

2 Months Out

- Order your promotions.
 - If you are sending out any promotional material before the show, make sure they are able to be printed and sent in time.
- Create line sheets <https://theboutiquehub.com/lessons/nine-must-haves-for-a-best-selling-linesheet/>
 - Allow enough time to design and get them printed in the best format that makes it easy for customers to order.
- Choose your show staff.
- Arrange your travel and accommodations.
 - Book your flights at least 25 days in advance,
 - Check the market page for any discounts for accommodations.
- Finalize any marketing you have purchased through the mart.
 - Email blasts, signage, floor stickers, elevator doors, mannequins.

2 Weeks Out

- Train your show staff.
 - Make sure they know your big customers and top-selling products.
 - Make sure they know the process of writing orders.
- Ship out your exhibit and all samples.
 - Your contact at the market will provide you with all the information needed, you just need to make sure it gets there in time.
 - Gather all supplies you will need for setup and breakdown We have a tradeshow list to help you know what you need <https://theboutiquehub.com/lessons/vendor-show-checklist/>
- Get your line sheets printed.
 - Depending on whom you are using, it could take some time.
 - Prepare your package whether that means stapling items together or folding booklets.
- Go through your trade show checklist and double-check that you have not missed anything.
- Build a document to have on hand at the show that has a schedule and any outside vendors you are using as well as travel arrangements. Keep it on hand for your team and easy to quickly find any information needed.
- Start marketing on Social and Email blasts - to let customers know you are exhibiting.
- Set Market appointments via email and phone calls.
 - Share your booth number and any other relevant information so your current customers can find you.
 - Provide an easy way for customers to book appointments -such as Calendly.
- Fill out the Typeform for The Boutique Hub “Must See List” so Hub members can easily find you.

1 Week Out

- Verify that your exhibit and samples have been received.
- Finalize any food or drinks you will be providing to your customers.
- Print appointment schedule.
 - Make sure all your top customers are included and add any last-minute appointments.

Set-Up Day

- Fully set up the booth.
 - Make sure all samples are steamed and hanging.
 - Make sure you have all line sheets and order forms ready.
 - Pens, business cards, etc.
 - Double-check inventory on all samples.
- Continue to promote through social media and email blasts.

At the Show

- Put your best foot forward and be ready to sell. Execute your plan that has been months in the making!

After the Show

- Place all orders.
 - Double-check all are correct and get any credit card information that is missing.
- Follow up with all buyers that wrote orders.
- Follow up with any buyers that were interested but did not write.
- Check your costs.
 - Review what you spent vs. your budget
- Recap
 - Did you have enough line sheets/marketing materials?
 - Did you meet your sales goals?
 - What can you do to make your show even better next time around?

Going to Atlanta, Dallas, or Vegas Markets? Let The Boutique Hub know! We provide "Hub signs and stickers" to all brand members!