METRO EXHIBITS' PRE-SHOW CHEAT SHEET

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The following prompts are designed to prepare your company for the upcoming show. Use these sheets to organize your thoughts and generate an actionable gameplan to get the most out of your exhibiting experience.

Show Information		
Show Name	Show Dates	
Location	City	State
Booth Size	Booth Number	
Setup Dates	Setup Times	
Dismantle Dates	Dismantle Times	

Show Data				
Number of Attendees	Number of Exhibitors			
Desired Audience				
Show Audience Profile				

ng at this show?
your exhibit?
tive advantage?
how staff?
your exhibit? tive advantage?



Competitor 1		
Competitor's Name		
Booth Number	Booth Location	
Main Product/Service Offering	<u> </u>	
Main Theme/Message of Booth		
Relative Strength/Weaknesses		
Competitor 2		
Competitor's Name		
Booth Number	Booth Location	
Main Product/Service Offering	1	
Main Theme/Message of Booth		
Relative Strength/Weaknesses		
Competitor 3		
Competitor's Name		
Booth Number	Booth Location	
Main Product/Service Offering	1	
Main Theme/Message of Booth		
Relative Strength/Weaknesses		



Use Existing Exhibit	Exhibit Planning					
Renting an Exhibit	Use Existing Exhibit		Storage Location			
Contact Phone Email Fax Purchasing an Exhibit	Renovation/New Branding Plan					
Purchasing an Exhibit	Renting an Exhibit		Exhibit House			
Contact Phone Email Fax Staffing Number of Staff Attending Dress Code Total Anticipated Staffing Hours Required Staff Training Staff Lodging Details Total Staff Lodging Cost Per Diem Pre-Show Marketing Checklist Direct Mail Giveaways Email Marketing Print Collateral Landing Pages Digital Marketing Social Media Other: Blog Content Direct Mail Other:	Contact	Phone	Email	Fax		
Staffing Number of Staff Attending Dress Code Total Anticipated Staffing Hours Required Staff Training Staff Lodging Details Total Staff Lodging Cost Per Diem Pre-Show Marketing Checklist Direct Mail Giveaways Email Marketing Print Collateral Landing Pages Digital Marketing Social Media Other: Blog Content Other:	Purchasing an Exhibit		Exhibit House			
Number of Staff Attending Total Anticipated Staffing Hours Required Staff Training Staff Lodging Details Total Staff Lodging Cost Per Diem Pre-Show Marketing Checklist Direct Mail Email Marketing Print Collateral Landing Pages Digital Marketing Social Media Direct Other: Other:	Contact	Phone	Email	Fax		
Number of Staff Attending Total Anticipated Staffing Hours Required Staff Training Staff Lodging Details Total Staff Lodging Cost Per Diem Pre-Show Marketing Checklist Direct Mail Email Marketing Print Collateral Landing Pages Digital Marketing Social Media Direct Other: Other:						
Total Anticipated Staffing Hours Required Staff Training Staff Lodging Details Total Staff Lodging Cost Per Diem Pre-Show Marketing Checklist Direct Mail Email Marketing Print Collateral Landing Pages Digital Marketing Social Media Other: Blog Content Other:	Staffing					
Required Staff Training Staff Lodging Details Total Staff Lodging Cost Per Diem Pre-Show Marketing Checklist Direct Mail Email Marketing Print Collateral Landing Pages Digital Marketing Social Media Other: Blog Content Other:	Number of Staff Attending		Dress Code			
Staff Lodging Details Total Staff Lodging Cost Per Diem Pre-Show Marketing Checklist Direct Mail Giveaways Email Marketing Print Collateral Landing Pages Digital Marketing Social Media Other: Blog Content Other:	Total Anticipated Staffing Hou	ırs				
Total Staff Lodging Cost Per Diem Pre-Show Marketing Checklist Direct Mail Email Marketing Print Collateral Landing Pages Digital Marketing Social Media Other: Blog Content Per Diem	Required Staff Training					
Pre-Show Marketing Checklist Direct Mail Email Marketing Print Collateral Landing Pages Digital Marketing Social Media Other: Blog Content Other:	Staff Lodging Details					
□ Direct Mail □ Giveaways □ Email Marketing □ Print Collateral □ Landing Pages □ Digital Marketing □ Social Media □ Other:	Total Staff Lodging Cost		Per Diem			
□ Direct Mail □ Giveaways □ Email Marketing □ Print Collateral □ Landing Pages □ Digital Marketing □ Social Media □ Other:						
Email Marketing Print Collateral Landing Pages Digital Marketing Social Media Other: Blog Content Other:	Pre-Show Marketing C	hecklist				
Landing Pages Digital Marketing Social Media Other: Blog Content Other:	Direct Mail		Giveaways			
☐ Social Media ☐ Other:	Email Marketing		Print Collateral			
Blog Content Other:	Landing Pages		Digital Marketing			
Blog Content Other:	Social Media		Other:			
	Publications					

