



Safeguard

by Innovative

Personal Comfort and Care Checklist for Trade Shows

Trade shows are a great way for you to interact with your current customers and prospects in one place. But first, you need to make sure you show up to the event prepared. That's why we've created a checklist to help you get started.



Box cutter

You're likely going to bring your promotional items in cardboard boxes — don't spend half the trade show trying to get them open (if you're flying to the trade show, you'll want to pick this up after the flight).



Power strip and extension cords

From powering television screens or monitors for a presentation to keeping your phone charged, make sure you don't overlook these crucial items.



Pens, pencils, and markers

Don't forget to bring writing utensils for yourself. Markers will help you black out a typo on a price sheet and pens will help you keep track of your thoughts throughout the day.



Tape

Trust us, you'll probably need tape at some point!



First-Aid kit

From band-aids for small cuts to aspirin for a headache, you'll be happy you thought of personal care ahead of time.



Sticky notes

Always have a few of these within reach throughout your booth. When there are a hundred different things going on, sticky notes are perfect for quick little reminders.



Scissors

Snip the tag off a new promotional item or quickly open a box — these are another often forgotten but essential tool.



Stapler and paper clips

It never hurts to be as organized as possible. A stapler or paper clips can help you keep important papers in order when you're busy working at a booth.



Clipboards

A busy booth can mean fewer writing surfaces. Keep the conversation with prospective customers moving and make it easy for them to provide their contact information even if your booth is crowded.



Notepads

You're going to need something to write on. Be sure to bring a simple notepad so you can take notes and jot down important reminders throughout the day.