Trade fair preparation checklist for exhibitors

The table shows what to do when. It starts once the fair and the stand are booked.

WHEN	WHAT TO DO
12 weeks before	☐ Set goals: meetings, qualified contacts, quotes ☐ Choose target customers, including from the exhibitor directory ☐ Agree on budget and stand team
8 weeks before	☐ Finish the list of contacts with contact persons ☐ Write invitation texts, send the first invitations ☐ Existing customers by email, new contacts by letter, phone or LinkedIn
6 weeks before	☐ Latest date for the first invitation ☐ Offer fixed time slots for meetings ☐ Decide how to capture leads: lead sheet or app
4 weeks before	☐ Second invitation to everyone who has not replied ☐ Confirm meetings ☐ Write a conversation guide for the stand
2 weeks before	☐ Brief the stand team: goals, guide, lead sheet ☐ Test the lead sheet or app ☐ Reminder to everyone with a meeting
1 week before	☐ Confirmation with hall and stand number ☐ Meeting schedule for each day of the fair ☐ Have the follow-up templates ready
Days of the fair	☐ Capture every conversation ☐ Rate every contact A, B or C, with the next step and a date ☐ Every evening, enter everything into the CRM
24 hours after	☐ Say thank you and send what you promised at the stand
48 hours after	☐ Call A contacts and arrange the next meeting
7 days after	☐ Follow up with B and C contacts ☐ First review: costs, contacts, meetings

Email invitations only to existing customers or with consent (Section 7 UWG). This is not legal advice.