

# Trade Show Checklist

## EVENT DETAILS

|              |  |
|--------------|--|
| Show:        |  |
| Event Dates: |  |
| Location:    | CC/Hotel <span style="float: right;">City/State</span> |
| Attendees:   | LT Staff:  |
|              | Partner(s):  |

## TRAVEL & ACCOMODATIONS

|       |                   |                   |                  |                  |
|-------|-------------------|-------------------|------------------|------------------|
| Staff | Outbound          | Return            | Hotel            |                  |
|       | Day, landing time | Day, landing time | (Hotel Name)     | (Confirmation #) |
|       | Airline           | Airline           | (Address, Phone) |                  |
|       |                   |                   |                  |                  |
| Staff | Outbound          | Return            | Hotel            |                  |
|       | Day, landing time | Day, landing time | (Hotel Name)     | (Confirmation #) |
|       | Airline           | Airline           | (Address, Phone) |                  |
|       |                   |                   |                  |                  |
| Staff | Outbound          | Return            | Hotel            |                  |
|       | Day, landing time | Day, landing time | (Hotel Name)     | (Confirmation #) |
|       | Airline           | Airline           | (Address, Phone) |                  |

## REGISTRATION & SPONSORSHIP

|  |          |        |
|--|----------|--------|
| Do we have a partnership agreement? <input type="checkbox"/> Yes <input type="checkbox"/> No   |          |        |
| Agreement Details: (ex. Comp registration, discounted registration, meal or event sponsorship) |          |        |
| Registration:  | Attendee | Reg. # |

## CLIENT EVENT

|   |                                |  |
|---|--------------------------------|--|
| Are we hosting an event? <input type="checkbox"/> Yes <input type="checkbox"/> No |                                |  |
| Event Description:  | (Dinner, lunch, tasting, etc.) |  |
| Is the event on-site at the show or offsite?                                      |                                |  |

## BOOTH DETAILS

|   |                             |          |
|---|-----------------------------|----------|
| Booth? <input type="checkbox"/> Yes                                 | Booth Size                  | Booth #: |
| Tabling? <input type="checkbox"/> Yes                               |                             |          |
| Activation <input type="checkbox"/> Yes <input type="checkbox"/> No |                             |          |
| If yes, activation description:                                     |                             |          |
| Exhibitor Needs:  | (Furniture, electric, etc.) |          |

# Trade Show Checklist

## PACKING LIST

Appt Binder?  Yes  No

### Booth/Table/Tent

QTY.

|                          |  |  |
|--------------------------|--|--|
| <input type="checkbox"/> |  | Booth Backdrop (ex. Bourbon, General Louisville, etc.)                         |
| <input type="checkbox"/> |  | Registration Box   |
| <input type="checkbox"/> |  | Registration Slips   |
| <input type="checkbox"/> |  | Full-size Pull-up sign (if necessary)  |
| <input type="checkbox"/> |  | Table-top Pull-up sign (if necessary)  |
| <input type="checkbox"/> |  | Tablecloth   |
| <input type="checkbox"/> |  | Pens   |
| <input type="checkbox"/> |  | Pen Holder   |
| <input type="checkbox"/> |  | Collateral Display   |
| <input type="checkbox"/> |  | Sign Holder (if necessary)   |
| <input type="checkbox"/> |  | Giveaway Storage/Holder  |
| <input type="checkbox"/> |  | Giveaways: (ex. Koozies, Notebook, Boxing Glove Keychain, Bourbon-themed item, |
| <input type="checkbox"/> |  | Business Cards   |
| <input type="checkbox"/> |  | Office in a Box  |
| <input type="checkbox"/> |  | Florals  |
| <input type="checkbox"/> |  | Linens (anything beyond a branded tablecloth)                                  |
| <input type="checkbox"/> |  | Tent: 10x10 - Louisville Logo*   |
| <input type="checkbox"/> |  | Tent: 10x10 - LouGrass (no half walls/backwall - has weights)                  |
| <input type="checkbox"/> |  | Tent: 10x10 - Bourbon Country (3 tents-can create 10x10, 10x20, or 10x30)*     |
| <input type="checkbox"/> |  | Tent: 10x20 - Call Me Old Fashioned*   |
| <input type="checkbox"/> |  | Tent Walls: Louisville Skyline   |

*\*Includes Half Walls, Backwall, Rain Walls, Weights*

### Leisure Collateral

QTY.

|                          |  |  |
|--------------------------|--|--|
| <input type="checkbox"/> |  | Louisville Visitor Guide               |
| <input type="checkbox"/> |  | Leisure Rack Card                      |
| <input type="checkbox"/> |  | Downtown Map (if necessary)            |
| <input type="checkbox"/> |  | LGBTQ+ Rack Card                       |
| <input type="checkbox"/> |  | LouGrass Handbill                      |
| <input type="checkbox"/> |  | Urban Bourbon Trail Rack Card          |
| <input type="checkbox"/> |  | Ali's Footsteps of Greatness Rack Card |

### Travel Trade Collateral

QTY.

|                          |  |   |
|--------------------------|--|---|
| <input type="checkbox"/> |  | General Profile Sheet                     |
| <input type="checkbox"/> |  | Student Profile Sheet                     |
| <input type="checkbox"/> |  | Unfiltered Truth Collection Profile Sheet |
| <input type="checkbox"/> |  | International Profile Sheet               |
| <input type="checkbox"/> |  | Group Tour Planner Guide                  |