



## Mountain Top Designs

Our Business is Promoting Your Business™

presents

# Display Checklist

At Mountain Top Designs, we are your one-stop shop to get you ready for a trade show. Here are the primary steps you will need to take to get ready for your show. We will work with you on each step, and provide you quality service and if needed, quality referrals.

### Three to six months prior to the event

- Arrive at a theme or message you want to convey
- Develop a tracking method, like a promotion code, a special website, or an email address. You will place this code on your printed materials.
- Select giveaway items to match the theme
- Begin getting samples of your giveaway items
- Begin writing your material for flyers and brochures
- Verify orders with the event coordinators for table space, carpet, etc.

### Two to three months prior to the event

- Buy your giveaway items
- Get your printed material to the printer including signs, flyers, etc.
- Order logo and/or theme shirts for booth staff

### Two to Four weeks prior to the event

- Train your staff on booth protocol, talking points, and staffing rotation schedule
- Pack and Ship your booth if needed
- Write a Follow-Up letter

### One to Two weeks after the event

- Enter all the contact information from all the attendees into your database, a spreadsheet, or mail program
- Mail your follow up letter in the mail. Reiterate your specials, if any
- Begin making your follow up calls

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