

# Get Print Ready—Trade Show Checklist

Product	Common Trade Show Terminology
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## PRE-SHOW

Postcards	Pre-show announcement
Flyers, Sellsheets	Pre-show announcement
Door Hangers	Local event canvas campaign

## POST-SHOW

Letterhead, Envelopes	Customized follow-up letter to prospects
Presentation Folders	Customized information packet tailored to prospects
Sales Presentation Box	Select product, services, and information requested by prospect

## BOOTH & DISPLAY LARGE FORMAT PRODUCTS

Backdrop Banner	Step and repeat, background, backdrop, tradeshow display
Fabric Tube Display	Tension fabric banner, floor stand, floor sign, wayfinder, directory, navigational sign, tradeshow display
Retractable Banner/Sign	Roll-up sign, banner stand, pull-up banner, tradeshow display
Table Covers/Runners	Table drapes, tablecloths
Event Tents	Custom canopy, pop-up tent
Flags	Feather flags, tear-drop flags
Counter Cards	Table signs, QR code signs
Street Signs	Floor signs, A-frames, raffle signs, QR code signs

## MARKETING COLLATERAL

Business cards	
Postcards	Handouts, collateral
Flyers, Sellsheets	Case study, one-Sheet, handout
Presentation Folders	Press kit, sales folder
Brochures	Product brochure, menu
Booklets	Product catalog, show guide
Paperboard Boxes	Display box, product box

## PACKAGING

Hang Tags
Custom Boxes
Roll Labels & Stickers

## POPULAR PROMOTIONAL GIVE-AWAYS—LOGO BRANDED

Tote Bags	Keychains	Sun Glasses	<b>Drinkware:</b> water bottles, coffee mugs, travel tumblers <b>Apparel:</b> T-shirts, hats, other clothing <b>Phone accessories:</b> phone stands, chargers, pop sockets.
Pens	Mini Flashlights	Lanyards	
Notepads	USB Drives	Stress Balls	
Notebooks	Hand Sanitizer	Sticky Notes	