

TradeShow Planning Checklist

	Task	Timeline	Assigned To/Date	Completion Date
Organization Phase				
1	Board determines approx. date	7 months prior		
2	Board appoints an Event Chair & selects potential venues	7 months prior		
3	Event Chair contacts venues for quotes on rental costs & available dates	7 months prior		
4	Chair provides Board with dates/venues info & Board makes a selection	6-1/2 months prior		
5	Event Chair requests venue deposit check	6-1/2 months prior		
6	Event Chair gets venue contract completed, signed by President or VP and returned to venue along with tax-exempt certificate	6 months prior		
7	Event Chair makes venue deposit	6 months prior		
	Event Chair request liability insurance from NIGP and provide to venue	6 months prior		
8	Board & Event Chair selects a "Theme" for the event and put together a budget for expenses	5-1/2 months prior		
9	Event Chair meets with venue to finalize booth layout, arrange for electrical, PA system, internet access, and any required security (e.g., Fire Marshall, Police)	5-1/2 months prior		
Planning Phase				
10	Event Chair notifies Secretary to send eblast to members requesting volunteers for Co-chair, Committee Chairs and Volunteers on a first-come-first serve basis.	5-1/2 months prior		
a	Vendor Registration - Chair + 2 volunteers			
b	Attendee Registration - Chair + 10 volunteers			
c	Catering/Lunch Tickets - Chair + 2 volunteers			
d	Door Prize - 2 volunteers			
e	Print Materials & Photography - 2 volunteers			
f	Decoration Setup & Teardown - 5 volunteers			
g	Marketing – 1			
11	Committee Chairs solicit and finalize list of volunteers	5 months prior		
12	Event Chair sends list of Tasks and Completion Dates for each Committee to Committee Chairs			
13	Event Chair finalizes all dates, including early registration deadline.	5 months prior		
14	Event Chair finalizes all registration and sponsorship fees and submits to Board for approval	5 months prior		
15	Event Chair meets with Communications Chair to set up on-line event information and registration	5 months prior		

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16	Print Materials Chair drafts exhibitor flyers, Media Packet Materials (gives exhibitors all the details of the event), attendee flyer and sends for Board approval and then to Communications Chair for posting on Website	5 months prior		
17	Print Materials Chair sends exhibitor flyers to Chapter Secretary along with an eblast to go out to members to market/recruit exhibitors	5 months prior		
18	Event Chair drafts, gets Board approval and sends out eblast to generate excitement and remind members to sell booths and sponsorships	5 months prior		
19	Event Chair meets with Committee Chairs to discuss food, decorations, registrations, event theme, expectations, and timetable.	5 months prior		
20	Catering Chair meets with caterer to discuss food options and prices and presents to Board for selection	5 months prior		
21	Event Co Chair sends e-blast to Secretary to distribute to members to sell booths, recruit end users to attend and register to attend			
22	Event Co-Chair contacts suppliers (up to 3 suppliers) for In-kind Donations for the event (badges, lanyards, decorations) in exchange for a discount (no more than 30%) on registration fee.	5 months prior		
23	Committee Chairs draft list of required items for their area of responsibility and obtain cost estimate	4-1/2 months prior		
24	Chair meets with Committee Chairs	4 months prior		
25	Event Chair meets with VP and provides update on activities	4 months prior		
26	Committee Chairs and Volunteers meet and finalize list of required items for event (along with approx costs) and submit to Board for approval.	4 months prior		
27	Catering Chair finalizes menu with caterer, forwards agreement to Pres or VP to sign, requests deposit check and forwards deposit & agreement to caterer	4 months prior		
28	Print Materials Chair obtains quotes for printing of the Membership/Event Directory and submits to Board for approval	4 months prior		
29	Event Chair and Exhibitor Registration Chair select a booth to designate for the Chapter for the Emcee, Information, First Aid - (generally near lunch area)	4 months prior		
30	Event Chair works with event "Bag" sponsor on any agreements, the logos and deadlines for delivery	4 months prior		
31	Event Chair meets with Committee Chairs to confirm milestones have been met and projects are on schedule	4 months prior		
32	Vendor Registration Chair sends e-blast to Secretary to distribute to members to sell booths	3 months prior		

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33	Entity Registration Chair sends e-blast with Attendee flyer to Secretary to distribute to members reminding them to register to attend and contact all their users to attend.	3 months prior		
34	Event Chair drafts letter and sends to Print Material Chair for inclusion in the Event Directory.	3 months prior		
35	Chapter President drafts letter and sends to Print Material Chair for inclusion in the Event Directory	3 months prior		
36	Chair meets with Committee Chairs to confirm milestones have been met and projects are on schedule	2 months prior		
37	Chair meets with VP and provides update on activities	2 months prior		
38	Event Co-Chair contacts "Bag" sponsor to confirm bags are on schedule and provide delivery info.	2 months prior		
39	Committee Chairs meet with Committee Volunteers	2 months prior		
40	Committee Chairs and Volunteers purchase all (approved) required items for event and submit receipts to Treas for reimbursement	6 weeks prior		
41	Door Prize Committee contacts exhibitors to confirm delivery of any door prizes.	6 weeks prior		
42	Print Materials Chair contacts Exhibitors for all sponsor advertisement materials (e.g. logos)	6 weeks prior		
43	Vendor Registration Chair reviews or sets up Exhibitor booth assignments and notifies suppliers (if not done as part of on-line registration)	6 weeks prior		
44	Event Co Chair sends e-blast to Secretary to distribute to members to sell booths, recruit end users to attend and register to attend	6 weeks prior		
45	Print Materials Chair delivers Directory info to printer	5-1/2 weeks prior		
46	Door Prize Committee leads campaign contacting suppliers to obtain prizes for the event	4 weeks prior		
47	Event Co Chair sends e-blast to Secretary to distribute to members to sell booths, recruit end users to attend and register to attend	4 weeks prior		
Final Push				
48	Print Material Chair proofs Membership/Event Directory and gives final approval to printer and submits invoice to Board for payment	3-4 weeks prior		
49	Vendor Registration Chair verifies and updates list of all registered Exhibitors with list of payments received by Treasurer and sends email to all Exhibitors confirming their registration and reminding them of the link on the Chapter website to the media kit with details on the event.	3 weeks prior		

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50	Event Chair obtains parking passes from venue and sends out to exhibitors	3 weeks prior		
51	Attendee Registration Chair obtains attendee bags from donating supplier	3 weeks prior		
52	Catering Chair confirms menu and delivery with caterer	3 weeks prior		
53	Event Chair meets with Committee Chairs to confirm milestones have been met and projects are on schedule	3 weeks prior		
54	Event Co Chair sends e-blast to Secretary to distribute to members to remind them to register to attend and to recruit end users to register to attend	3 weeks prior		
55	Event Co-Chair coordinates with Vendor Registration Chair and sends out Exhibitor Booth Assignment confirmations to vendors	10 days prior		
56	Event Chair provides estimates and actual expenditures to Board for each committee for approval to pay.	10 days prior		
57	Vendor Registration Chair coordinates with the Treasurer to re-confirm all registrations for exhibitors.	10 days prior		
58	Vendor Registration Committee confirms all supplier booth assignments and prints out "maps" to provide to all attendees	10 days prior		
59	Vendor Registration Committee creates card name placards to identify Exhibitor booths	10 days prior		
60	Directories from printer and delivers to Entity Registration Chair	10 days prior		
61	Event Chair contacts venue and confirms everything is in place for the event	10 days prior		
62	Attendee Registration Chair sends e-blast to Secretary to distribute to members and users remind them to attend and providing directions and parking info.	5 days prior		
63	Entity Registration Committee creates name tags for each attendee	5 days prior		
64	Door Prize Committee make arrangements to pick up all donated door prizes that will not be delivered the day of the event	6 days prior		
65	Vendor Registration Chair verifies and updates list of all registered suppliers on Chapter Website and list of payments received from Treas.	3 days prior		
66	Committee Chairs contact all their team members to confirm work schedules	3 days prior		
67	Vendor Registration Chair pulls list of confirmed supplier registrations and booth assignments and verifies information	2 days prior		
68	Entity Registration Chair pulls list of confirmed attendees and confirms name tags	2 days prior		

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69	Committee chairs contact and confirm all reservations for food, tables/equipment, decorations, etc.	2 days prior		
70				
71	Attendee Registration Comiitee create lanyards/badge for each attendee	1 day prior or at least 3 hours prior to start time		
72	Attendee Registration Committee puts together bags for attendees	1 day prior or at least 3 hours prior to start time		
73	Vendor Registration Committee create lanyards/badges for each Exhibitor	1 day prior or at least 3 hours prior to start time		
74	Vendor Registration Chair goes to venue ahead of suppliers and places placards on booth tables identifying which supplier is assigned to each	1 day prior or at least 3 hours prior to start time		
75	Vendor Registration Committee meets vendors at the venue to assist with early set up	1 day prior or at least 3 hours prior to start time		
76	Decorations Committee put up decorations	1 day prior or at least 3 hours prior to start time		
The Big Day				
77	Event Chair, Co-Chair & all committee chairs arrive and set up the Event Chapter table and registration tables	At least 2 hours prior to start time		
78	Door Prize Committee pick up any door prizes donated by exhibitors	At least 1 hour prior to start time		
79	Committee chairs confirm their areas have volunteer coverage	At least 1 hour prior to start time		
80	Event Chair & Co-Chair go to each exhibitor to greet and offer assistance	At least 1 hour prior to start time		

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	Additional Info			
1	"In Kind" donations are not generally negotiated for more than 30% of the registration fee, unless it is advantageous for the Chapter to do so. All In-Kind Donations must be approved by the Board prior to making a commitment to any exhibitors.			
2	All Agreements with suppliers for the Event must be approved by the Board and executed by the Chapter President or VP			
3	Budget - Generalized Estimates based on past history - (Actual budget amounts to be established for each event)			
	Catering (Lunch for Attendees / Exhibitors)	<\$10 per person		
	Decorations	< \$1,000		
	Tables, Chairs, & Skirts	<\$5,000		
	Printing	<\$750		
	Venue, PA System, and Parking	<\$8,200		
	Trash, Electric,WiFi and other Venue Fees	<\$1,200		
	Misc Supplies (Badges, Markers, Bottled water for volunteers)	<\$1,000		