

# TRADE SHOW BOOTH PLANNING TIMELINE

When to plan, design and launch a booth that actually performs.



## 9-12 MONTHS OUT

### Strategy, Show Selection, Budget

- Decide why you're exhibiting and how you'll measure success
- Choose shows and secure space early
- Build a full-picture budget (space, services, shipping, staffing)



## 6-9 MONTHS OUT

### From Strategy to Exhibit Design

- Translate goals into booth layout, graphics and experiences
- Plan engagement: Demos, technology, content, hospitality
- Review the exhibitor manual to understand timelines and rules



## 3-6 MONTHS OUT

### Production, Services, Pre-show Marketing

- Approve final booth design and start fabrication
- Order show services, schedule shipping and labor
- Launch pre-show outreach to draw the right visitors



## 4-12 WEEKS OUT

### Final Details, Freight, Staffing

- Confirm build, pre-show staging and prepare for shipping
- Finalize freight, labels, paperwork and on-site logistics
- Train and align booth staff on messaging and follow-up



## AT THE SHOW

### Bringing Your Booth to Life

- Execute demos, meetings and other engagements
- Observe attendee flow and interactivity in your space
- Capture insights to refine future shows and ROI