CENTERED MARKETING GROUP

A FREE PRE-SHOW CHECKLIST FROM CENTERED MARKETING GROUP

TRADESHOW-IN-A-BOX

Five steps to get your booth noticed before the doors open, for any California tradeshow on your calendar.



WHY THIS MATTERS

BOOTH IS BOOKED. MARKETING IS NOT.

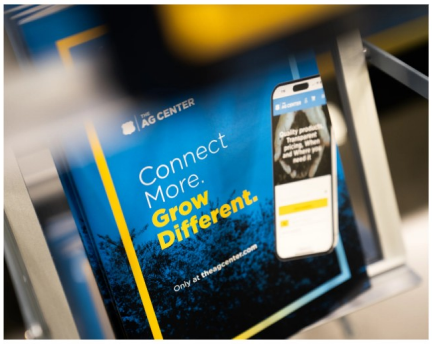
Most exhibitors put months into the booth itself. The space gets paid for, the banner gets printed, and the team gets scheduled. Then the doors open and that booth is competing with hundreds of others for the same growers, PCAs and buyers walking the aisles.

The exhibitors who leave with a full lead list usually did the work weeks earlier. Their customers knew they were coming, had a reason to stop, and had an easy way to connect once they got there.

This checklist walks through the five steps we run before every show. You can check off most of it on your own. The items marked ◆ are the pieces we build for you.

THE PRE-SHOW COUNTDOWN

WHEN	WHAT HAPPENS
4 weeks out	Send print to production: signs, QR cards and handout cards (about 14 days).
3 weeks out	Build digital assets: announcement reel, social graphics, Story frames and the email invite (about 7 days).
3 weeks out	Announce you're coming on social and send the email invite.
1 week out	Post reminders and send a second email. Confirm your print and promo items arrived.
Show week	Post Stories every day and get coverage of the booth and the floor.







01 ANNOUNCE YOU'RE COMING

Your customers can't plan a stop at your booth if they don't know you'll be there. A few weeks of posts before the show puts your booth number in front of people while they're still building their schedules.

- [ ] Book your booth and confirm its spot on the show floor map
- [ ] Add the show and your booth number to your website and email signature
- [ ] Tell your sales team which customers to personally invite
- ◆ **Announcement reel**
- ◆ **Social graphics and Story frames**

02 GIVE THEM A REASON TO STOP

Every booth on the floor is asking for attention. A clear, show-only perk gives people a reason to walk over to yours and a reason to do it before the show ends.

- [ ] Pick one perk: show-only pricing, a scan-to-enter drawing, a free branded tool for scanning your QR code, or a follow-up visit booked at the booth
- [ ] Set the drawing rules or offer details before you promote them
- [ ] Decide who on your team can approve the perk on the spot
- ◆ **A "Why Stop By" sign that tells people the perk at a glance**

03 MAKE IT EASY TO CONNECT

Business cards end up in pockets and get lost. A QR code captures the contact right there at the booth and tells you exactly how many people came through.

- [ ] Decide what the QR code should do: enter the drawing, book a visit, or pull up a spec sheet
- [ ] Staff the booth with people who can walk visitors through it
- [ ] Pick one person to own the lead list after the show
- ◆ **QR cards and a tabletop QR sign**
- ◆ **Traffic funnel tracking so you know where every scan came from**

◆ Built by Centered Marketing Group. See page 5.

04 INVITE THEM DIRECTLY

Social reaches the people already following you. Email reaches the customers and prospects you actually want standing at your booth. A direct invite with your booth number and your perk turns a maybe into a planned stop.

- [ ] Pull your customer and prospect list together
- [ ] Flag your top accounts for a personal call or text
- [ ] Decide the one thing you want invitees to do: stop by, book a time, or scan for the perk
- ◆ **Email blast invite, with a reminder the week of the show**

05 SEND THEM HOME WITH SOMETHING

A good take-home item ends up on the dash or in the shop and keeps your name in front of them long after the show. Pick something people will actually use.

- [ ] Decide what goes on your handout card: the perk, your booth number and how to reach you
- [ ] Choose your table items (pens and stickers are the easy standard)
- [ ] Order enough for every day of the show, plus extra
- ◆ **Handout card, sticker and pen design**

ASK US ABOUT BRANDED GEAR

Branded gear and handouts like pens, tape measures and more are available à la carte. Plan on about 3–4 weeks, timing may vary. Contact us to get information.

ON THE FLOOR

- ◆ **Day-of booth coverage**
- ◆ **A photo gallery from every day of the show, so you have content ready the moment you get home**

OUR 20FT LED WALL IS COMING TO THE SHOW FLOOR

Ask us about getting your brand on it.

◆ Built by Centered Marketing Group. See page 5.



HAND US THE BOX

WE HANDLE THE ◆ ITEMS.

You run the booth. We build what brings people to it. Your team knows your customers and your products better than anyone, and that's the part of the show only you can do. Everything marked with a diamond in this checklist is what we take off your plate so your booth shows up as professional as the company behind it.

CENTERED MARKETING HANDLES

- Announcement reel
- Social graphics and Story frames
- "Why Stop By" sign, QR cards and tabletop QR sign
- Traffic funnel tracking
- Email blast invite and reminder
- Handout card, sticker and pen design
- Day-of booth coverage and a daily photo gallery

HAVE THESE READY WHEN YOU CALL

- Your logo files
- Your booth number
- The one action you want visitors to take
- A point person who can approve work within 24 hours

HEADED TO THE ALMOND CONFERENCE?

The countdown is already running. Book now to stay on schedule, because the exhibitors who start late spend show week watching the crowd walk past their booth to someone else's.

Booking too late could mean you miss out on the full box. Contact Erik before your window closes.

> *"We appreciate you and team getting the pictures and videos to us, they look great!"*
>
> **Rajina - American Pistachio Growers**

LET'S TALK

Erik, Creative Lead
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Box plans starting at $500.

Coming home from the show? Our Post-Show Playbook covers what to do next.