presono

A worksheet for your trade-fair appearance

THE TRADE-FAIR CHECKLIST

24 points that marketing and sales control themselves: from defining the goal through the digital stations at the booth to the evaluation afterwards. To print, tick off and pass around the fair team.

Updated
25 Aug 2026

Published by
presono GmbH · Linz, Austria

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SECTION 01 · PART 1 OF 3

BEFORE THE FAIR

What this list deliberately leaves out: booth construction, hall logistics, connections, permits and booth design. That is the craft of your booth builder and your organiser. What follows is what marketing and sales hold in their own hands.

REVIEW, GOAL, TEAM, BUDGET

- [ ] 1 **Review the last fair.**
  What worked, what did not, which points from that debrief are still open? Planning starts with the retrospective, not with a blank page.

- [ ] 2 **Set a concrete number for every fair objective.**
  Qualified leads, meetings with existing customers, partner and press conversations: one number each instead of “making contacts”.

- [ ] 3 **Define what counts as a qualified lead.**
  Mandatory details, stages, who in sales takes over, by when. And what explicitly is not a lead: someone who only enters the prize draw does not belong on the same list as someone with a project and a budget.

- [ ] 4 **Involve sales and the booth team early.**
  The people who will stand at the booth know best which questions come up and which arguments land. Collect requirements and ideas before the concept is fixed, instead of handing them out in the briefing: it sharpens the content and makes the team own the appearance.

- [ ] 5 **Train and enable the booth team.**
  Clarify topic ownership and lead responsibility. Add hands-on training on setting up and operating the digital stations, the interactive elements and the content itself. Whoever is to run them at the booth must have run them once beforehand.

- [ ] 6 **Calculate the budget in full.**
  Space, build, services, travel, content, technology and internal working time. That is the basis for cost per qualified lead.

NOTES

SECTION 01 · PART 2 OF 3

BEFORE THE FAIR

FRAMEWORK AND DIGITAL STATIONS

- ☐ **7** **Agree the framework with booth builder and organiser.**
  Deadlines, floor plan, screen positions and formats, power and network, delivery, handover.
- ☐ **8** **Fix screen formats before content production.**
  16:9, a totem in 9:16, a video wall, a tablet in portrait. Content does not adapt by itself.
- ☐ **9** **Plan the interactive stations with a clear job.**
  A touchscreen nobody touches is expensive wall decoration. Decide in advance what the station should achieve.
- ☐ **10** **Test the digital stations under real conditions.**
  Final device, resolution, legibility from booth distance, autostart and reset, PIN protection, the offline case (which also saves the Wi-Fi line), a spare device.
- ☐ **11** **Consider accessibility.**
  Operating height, contrast, type sizes legible from two metres, a quiet zone for longer conversations.

FROM OUR EXPERIENCE

The most expensive setback in digital trade-fair projects: the booth design is finished, the portrait totem is ordered, and the content exists in landscape. Screen formats belong in the brief to the booth builder as a binding specification, agreed as part of the defined content concept. That saves the rebuild on set-up day or the night before.

ON POINT 9: WHEN THE STATION SHOULD BE REMEMBERED

A good fair station keeps visitors at the booth: whoever interacts stays longer and discovers content that never all comes up in conversation. Its job can be to explain the product, qualify a need or simply be remembered. It works best when the interaction starts at the exhibit rather than at the screen. Three designs from customer projects: **Scan & Show** — a product on the scan surface calls up the matching content via NFC or barcode. **Glide & Show** — a monitor on a rail that visitors move themselves; the presentation follows. **Show & Send** — signals to the booth itself, for example LED strips highlighting the part of the machine being discussed. All three run offline and can be reused.

NOTES

SECTION 01 · PART 3 OF 3

BEFORE THE FAIR

CONTENT AND ACTIVATION

- [ ] 12 **Look at the competitive field.**
  Who is exhibiting, where are they, what did they show last time? That shapes your location, your topics and your conversation openers.

- [ ] 13 **Define the fair story.**
  One core message, three topics at most, the matching exhibits. The test: can a passer-by tell within three seconds who you are, which problem you solve and why they should stop right now?

- [ ] 14 **Settle content governance before the fair.**
  Approval status, language versions and rights belong before the build-up. By set-up day the content is final; for the exceptional case it is clear who signs off a correction.

- [ ] 15 **Activate target customers.**
  Meeting list, personal invitations with a concrete reason to talk, a reminder shortly before the fair.

- [ ] 16 **Plan the follow-up now, not afterwards.**
  Deadlines by lead priority, ownership, text modules, target system.

FROM OUR EXPERIENCE: WHAT PEOPLE REMEMBER

At every fair both kinds of booth stand side by side: the one that looks like it did twenty years ago, with a brochure rack and a stack of catalogues, and the one where visitors touch something, try it out and talk about it afterwards. The difference is rarely the budget but a decision: whether the booth does something or merely stands there. What sticks is almost always what the visitor tried out themselves.

NOTES

SECTION 02

DURING THE FAIR

- [ ] **17** **Start the day with a walk-around.**
  Ten minutes around the booth with a visitor’s eyes: devices and autostart, home screen, content up to date, network. Wipe the screens, restock materials, agree the priorities for the day.

- [ ] **18** **Capture every conversation with context.**
  What they are interested in, which need, which next step, who takes over, by when.

- [ ] **19** **Hand over matching content after the conversation.**
  Instead of a generic brochure, exactly what you discussed, ideally as a link, with no file to send and no software to install.

- [ ] **20** **Note competitors and market systematically.**
  Claims, new products, pricing arguments and above all the questions visitors kept asking.

FROM OUR EXPERIENCE

A typical failure at the booth is not a defect but a screen that went to sleep overnight and that nobody notices in the morning. The second is fair Wi-Fi: unreliable and expensive. Organisers charge well for a dependable line, which is why many exhibitors do not book one at all. No problem, as long as the content runs offline. Both can be arranged beforehand.

NOTES

SECTION 03

AFTER THE FAIR

- [ ] 21 **Hold the debrief in the first week afterwards.**
  Not on the day you get back, but while the impressions are still fresh: leads, frequent questions, objections, booth operations, competitors. From that come actions with owners and dates.

- [ ] 22 **Follow up by priority.**
  Hot contacts within one to two working days, everything else according to the stages defined in point 3.

- [ ] 23 **Evaluate what happened at the booth and afterwards.**
  Which content was viewed how often and for how long, which of the links you handed over were opened.

- [ ] 24 **Measure success against the numbers from point 2.**
  Qualified leads, meetings, pipeline contribution, cost per qualified lead. That shows what changes next time.

FROM OUR EXPERIENCE: SPEED AND CONTEXT

Two things decide the follow-up: how fast it arrives and how much context it carries. After four to eight weeks the fair contact has evaporated, however good the notes are. Conversely, fast but generic follow-up throws away all the preparation. Someone who follows up promptly and knows which topic was discussed at the booth and which documents were opened afterwards has a different conversation than someone who only has a name.

The full article with explanations, sources and the fair dates for autumn 2026 and spring 2027 is available at presono.com/en/blog.

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